

October 2017

**IMPORTANT**  
**CAOBISCO Engagements towards health and nutrition**

Dear Members,

As a reminder:

- February 2016: Adoption of CAOBISCO Engagements towards health and nutrition by the EXCO.
- June 2016: Publication of CAOBISCO Brochure. The on-going survey about CAOBISCO members' engagements and initiatives on nutrition & health was updated and upgraded for the occasion. Both documents were presented to the Commission and other stakeholders during a Roundtable Discussion in Brussels.
- October 2016: CAOBISCO contributed to FoodDrinkEurope Framework Commitment on Nutrition and Health as well as to its website, Eat & Live Well, through sharing its menu of options and the annex to the brochure (except for Germany)
- March 2017: CAOBISCO presented sector's engagements on health and nutrition at the meeting of the EU Platform for action on Diet, Physical Activity and Health. In March, A.Cagli and M.Valverde also met A.Nikolakopoulou and her team (DG SANTE).

To date the table (hereafter) still is virtually the same as in June 2016, despite requests for update sent by the Secretariat. **This is a major weakness if we want to profile CAOBISCO as an engaged sector and show that companies contribute to fight NCDs. We need to demonstrate some progress and give a credible picture of what the industry is doing.**

**This is why we urge you to revise the table below and update it with the latest data available about our sector's initiatives and engagements in terms of health & nutrition.** This update will also be needed in view of the upcoming communication plan around FoodDrinkEurope's "EU Ambition on Product formulation and innovation" as well as to update the Eat and Live Well website.

**Please send your input to [laurence.vicca@caobisco.eu](mailto:laurence.vicca@caobisco.eu) by 22<sup>nd</sup> September 2017.** Your members are also invited to send their input. Please note that the initiatives are classified by area of action and not by company/National association.

Kind regards,

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## MENU OF OPTIONS

### 1) **PRODUCT COMPOSITION: Innovation and product formulation:**

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Translating consumer insights and new scientific developments either into:

- 1.1. New products that bring calorie reduction and/or other nutritional benefits, for example breakfast biscuits high in wholegrain and fibre, designed to provide gradual energy release over the morning.
- 1.2. Existing products that bring calorie reduction and/or other nutritional benefits, for example improved fatty acid profile or reduction of added sugars through use of sweeteners and/or fibres.

### 2) **MINDFUL EATING: helping consumers to control their calorie intake, namely by:**

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Designing products to be fit with the corresponding eating occasion (“Right size first time”) by:

- 2.1. Increasing the range of available portion sizes, including provision of small portions and provision of “bite -size” variants.
- 2.2. Providing individually wrapped portions.
- 2.3. Providing a visual representation of portions.
- 2.4. Defining calorie cap on ‘countlines’, designed to fit the corresponding eating occasions.
- 2.5. Enabling packaging reclose, so that consumers may enjoy part of a product and save the rest for later.

### 3) **CONSUMER INFORMATION (beyond legal requirements):**

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Helping consumers to make informed dietary decisions, by providing clear, fact-based nutrition information in different ways:

- 3.1. Front of Pack Labelling:
  - GDAs labelling (now Reference Intake model).
  - Voluntary National Initiatives.
- 3.2. Other channels (e.g. online/off-pack communication).

### 4) **RESPONSIBLE ADVERTISING AND MARKETING TO CHILDREN:**

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In 2015 Caobisco adopted a recommendation for its members to join the EU pledge. This recommendation is meant essentially for companies operating in several EU markets (which would therefore benefit from overall coverage under the EU Pledge) and for companies that operate in single countries where equivalent local initiatives do not exist.

Current and future national initiatives having the same objective as the EU pledge are a way to implement the Caobisco recommendation.

### 5) **PROMOTION OF HEALTHY LIFESTYLES:**

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Helping our own employees, by providing workplace wellness programs, designed to promote, maintain and enhance their health and wellbeing, and supporting initiatives in the communities where we operate around the world, so as to encourage balanced diets and healthy, active lifestyles (for example, National Platforms or by supporting evidence-based projects such as “EPODE”).

## PRODUCT COMPOSITION: Innovation and product formulation

Company/ Association	Description	Impact
<p><b>AIDEPI - ASSOCIAZIONE DELLE INDUSTRIE DEL DOLCE E DELLA PASTA ITALIANE</b></p> <p><i>Italy</i></p>	<ul style="list-style-type: none"> <li>The “<b>AIDI (now AIDEPI) PLATFORM FOR VOLUNTARY INITIATIVES IN THE CONFECTIONERY INDUSTRY</b>” committed AIDEPI members to <b>eliminate/reduce trans-fatty acids (TFA)</b> derived from industrial food processing in compliance with WHO guidelines (&lt;1% of daily energy intake). In 2007 the AIDI Platform had been included within the framework of the Inter-ministerial “Gaining health” campaign launched by the Italian Ministry of Health.</li> <li>With the voluntary Code “ <a href="#">Shared objectives for improving the nutritional characteristics of food products, with a particular focus on children (3-12 years)</a>”, signed by the Minister of Health, Beatrice Lorenzin, and some food sector Associations on 28th October 2015, AIDEPI members are committed to a gradual reduction, in a certain period of time, of the average level of some <b>nutrients</b> (fats, salt, sugars) and to an increase of fibre according to the kind of products until 2017. In this Code the objectives are based on the average products on the market and they are not maximum levels. AIDEPI has started a <b>National monitoring</b> in accordance with Ministry of Health. The monitoring is based on the average of the <b>nutritional values per 100g</b> of the top selling FBW <b>intended for children</b> and “<b>all family</b>” products (that could be eaten by children). Data on sales come from an external society of market research. The basket of products has been selected by AIDEPI in agreement with Companies.</li> </ul>	<p>The commitments on TFA has been monitored by AIDEPI via questionnaires which showed that in 2008 all the AIDEPI members eliminated TFA derived from industrial processing.</p> <p>Careful evaluation by members of product composition especially of new and existing products targeted to children. Collaboration with Minister of Health. Improvement of the image of our sectors. No food taxes.</p>
<p><b>BDSI - ASSOCIATION OF THE GERMAN CONFECTIONERY INDUSTRY</b></p> <p><i>Germany</i></p>	<p>For many years the BDSI has recommended that its members reduce trans-fatty acids derived from industrial food processing. The technically unavoidable, very low quantity of trans fatty acids in non-hydrogenated vegetable fats and oils has plateaued over the years to 1%, and less on average, in fine bakery wares and savoury snacks. As part of an overall initiative of the German government to minimise trans fatty acids in foods, the fine bakery wares division and the savoury snacks division of the BDSI has adopted its own product guidelines for the minimisation of trans fatty acids.</p> <p>The BDSI members offer confectionery in very diverse portion and pack sizes, including many small and re-sealable packs.</p> <p>The BDSI has issued a Position Statement on the Product formulation/Re-formulation of confectionery, savoury snacks and ice cream.</p>	

<p><b>CHOPRABISCO</b></p> <p><i>Belgium</i></p>	<p><b><u>Sodium reduction</u></b></p> <p>FEVIA and the concerned sector associations, amongst which CHOPRABISCO, signed in 2008 an agreement with the Federal Minister of Public Health with commitments with respect to sodium reduction by 2012.</p> <p>CHOPRABISCO committed to a weighed average reduction across the biscuits sector of 3%. Some categories could realise a 5% reduction; others - 0%.</p> <p><b><u>Energy balance</u></b></p> <p>The food industry is committed to improve diets within the framework of the nutritional recommendations. The food industry (represented by FEVIA, of which CHOPRABISCO is a member) is willing (1) to <u>contribute</u> to a reduction of the energy intake by 5% between 1/1/2012 and 31/12/16 and/or (2) where possible to commit to an improvement of the nutritional quality of food products. An eventual complementary engagement for the period 1/1/17-31/12/20 will be made after an evaluation of the period 2012-2016. The discussion with other stakeholders (such as retail, hotels and restaurants) is still ongoing.</p> <p>The focus of the engagement of CHOPRABISCO members is on (1) portion sizes (increasing the range with small portions, calorie cap on countlines, elimination of extra large sizes, etc.) and (2) the reduction of saturated fat.</p>	<p>2012 weighed average (4 companies) - target was met by the sector.</p> <p>It is difficult to achieve a bigger sodium reduction as the sodium in biscuits comes mainly from the baking agent sodium bicarbonate (replacement by ammonium bicarbonate increases the formation of the process contaminant, acrylamide which is not desirable).</p>
<p><b>FEVIA - NATIONAL FOOD AND DRINK INDUSTRY FEDERATION</b></p> <p><i>Belgium</i></p>	<p><b><u>Nutritional policy charter</u></b></p> <p>Composition of food (reformulation): In the field of research and development of new products, the companies that signed the charter are committed to search for the complementarity between the nutritional aspect and aspects of taste, pleasure and ease-of-use.</p>	<p><b><u>10 th Report (2015):</u></b> "Politique nutritionnelle de l'industrie alimentaire belge"</p>
<p><b>HUNBISCO - ASSOCIATION OF HUNGARIAN CONFECTIONERY MANUFACTURERS</b></p> <p><i>Hungary</i></p>	<p><b><u>Confectionery:</u></b></p> <ul style="list-style-type: none"> <li>Partly because of the health tax, producers decreased sugar and salt contents in their confectionery and snack products.</li> </ul> <p>Cooperating with the government and in accordance with EU directives, Hungary will ban trans fatty acids from all food products starting from January 2014. (The allowed percentage of TFA will be 2 g/100 grams of total fat.)</p>	<p>Already the major producers (including 90% of the HUNBISCO member companies, which cover about 90% of Hungarian confectionery market) have stopped making any products that are not TFA free.</p>
<p><b>L'ALLIANCE 7</b></p> <p><i>France</i></p>	<p><b><u>Confectionery:</u></b></p> <ul style="list-style-type: none"> <li>Besides reformulation, propose nutritional alternatives to consumers – Develop products “without sugars”.</li> </ul> <p><b><u>Fine Bakery Wares:</u></b></p> <ul style="list-style-type: none"> <li>Develop products containing more fibre and/or complex carbohydrates.</li> </ul>	<p><b><u>Confectionery:</u></b></p> <ul style="list-style-type: none"> <li>In 2005-06, 91% of the chewing gum market and 60% of pocket confectionery.</li> </ul> <p><b><u>Fine Bakery Wares:</u></b></p> <ul style="list-style-type: none"> <li>100 % of products with TFA content below 1g/100g of finished product since end 2011 + Reduction of 5% of average content of SAFA weighed by</li> </ul>

	<ul style="list-style-type: none"> <li>• Commitment to lower consumer exposure to TFA and SAFA and to consolidate outcomes (in the framework of the National Programme for Food).</li> <li>• Participation in the work of the food quality monitoring service (OQALI, Observatoire national pour la qualité de l'alimentation) since 2008. The aim is to obtain a nutritional overview of the French market and better follow developments by transmitting nutritional data of the products to OQALI.</li> </ul>	market shares in volume between 2008 and 2013 (excluding products with pure butter).
<b>L'ALLIANCE 7</b>  <i>France</i>	<b><u>Chocolate:</u></b> <ul style="list-style-type: none"> <li>• Develop products “without added sugar” and “containing less carbohydrates”.</li> <li>• Reduction of TFA in fillings.</li> <li>• Participation to OQALI works since 2008.</li> </ul>	
	<b><u>Bread products:</u></b> <ul style="list-style-type: none"> <li>• Develop products with less lipids.</li> <li>• Develop products containing more fibre and/or complex carbohydrates.</li> <li>• Commitment to lower consumer exposure to TFA and SAFA and to consolidate outcomes (in the framework of the National Programme for Food).</li> <li>• Participation to OQALI works since 2009</li> </ul>	
<b>POLBISCO - ASSOCIATION OF POLISH CHOCOLATE AND CONFECTIONERY PRODUCERS</b>  <i>Poland</i>	Polbisco recommends its members to reduce trans-fatty acids derived from industrial food processing.	
<b>PRODULCE</b>  <i>Spain</i>	<p>Since the 2005 launch of the Spanish Strategy on Nutrition, Physical Activity and Obesity Prevention – “NAOS Strategy”, made by the Health Ministry and promoted by all food operators, PRODULCE suggested its members to try to minimise the quantity of non-natural trans-fatty acids from industrial origin. Since then, many efforts have been made by companies.</p> <p>As part of the actions taken on TFA, PRODULCE encouraged their members to offer products:</p> <ul style="list-style-type: none"> <li>• With less sugars</li> <li>• With less saturated fats</li> <li>• With less salt</li> </ul>	<p>A study conducted by the Spanish authorities demonstrated in 2010 that the average content of TFA (as a percentage of total fat) was less than 1% in all PRODULCE categories. A new study made in 2015 shows that industrial TFA levels are lower than in 2010 and most of the products contain less than 0.5% TFA/total fat.</p> <p>More information here:  <a href="http://www.aecosan.msssi.gob.es/AECOSAN/docs/documentos/nutricion/Informe_AGT2015.pdf">http://www.aecosan.msssi.gob.es/AECOSAN/docs/documentos/nutricion/Informe_AGT2015.pdf</a></p> <p>Despite the difficulty of collecting precise data on reformulation (the atomisation of the sector makes it difficult to gather data taking into account the weight of the products reformulated on the market and also the overall</p>

	<ul style="list-style-type: none"> <li>In diverse portion and pack sizes (small portions and reusable packs)</li> </ul> <p>In Spain, there are many products where sugars have been substituted by sweeteners, mainly in categories such as biscuits and confectionery.</p> <p>The biscuits sector made important efforts to reduce the content of saturated fat.</p>	<p>impact on the diet of Spanish people), we are able to confirm that in Spain the average content of sugars, saturated fat and salt is lower now than in 2005.</p>
<p><b>VBZ - ASSOCIATION OF THE BAKERY AND CONFECTIONERY INDUSTRIES</b></p> <p><i>The Netherlands</i></p>	<p><b>Creation of the “Platform productsamenstelling”</b></p> <p>The FNLI (Dutch Food Federation) created the “Platform Productsamenstelling” in cooperation with the Centraal Bureau Levensmiddelenhandel (CBL), the catering and hospitality sector and the government: the platform focuses more on reducing the salt content and, depending on the categories of products to be discussed, the fatty acids content, the energy density and portion sizes and study other dietary options to facilitate the integration of products in a healthy diet.</p> <p>VBZ invested a lot of money in research about saturated fat and salt reduction in bakery products.</p> <p>VBZ promotes sustainable business among her members and this includes focus on innovation (less salt/ saturated fat/more fibres etc.), portion sizes, responsible marketing etc.</p>	
<p><b>BARILLA</b></p>	<p><b>Product reformulation and innovation (2012-2014) in 30 countries.</b></p> <p>Since 2009, Barilla has implemented a set of Nutrition Guidelines for the development of new products including thresholds for total fat, salt, sugar, fibre and portion caloric content. These thresholds are applied to new products and to existing products for reformulation.</p> <p>The current plan of reformulation activity started in 2010 on mini-cakes and biscuits categories. The targets defined are:</p> <ul style="list-style-type: none"> <li>The fat reformulation will result by 2014 in 35 reformulated products among mini-cakes and biscuits, corresponding to about 38% of the company’s products of these categories.</li> <li>From 2011 launch of completely new product line (minicakes/biscuits) using an innovative steam cooking system.</li> </ul>	<ul style="list-style-type: none"> <li>Completely eliminated hydrogenated fats from all products in 2003.</li> <li>Fat reformulation: 15 products were reformulated by the end of 2012.</li> <li>Steam cooking products with -30% fats and/or -30% sugar vs. market average of similar products.</li> <li>No product contains GMOs and artificial colourings.</li> </ul>

<p><b>BARRY CALLEBAUT</b></p>	<p>Since 2006, we have started up the Rebalanced Program, focusing on rebalancing the nutritional profiles of our references to obtain a whole portfolio for responsible enjoyment (sugar-, fat- and saturated-fat-reduced chocolate products, without-added-sugar chocolate products, sugar-free chocolate for different kinds of applications).</p> <p>Since 2013, our Authenticity &amp; Permissibility Program was founded with the aim <i>“To become by 2016 the preferred Authenticity &amp; Permissibility solution provider, creating cocoa and chocolate applications everybody can enjoy, reformulation in a responsible/sustainable way, without compromise on taste”</i>.</p> <p>Our goal is to offer solutions for all kind of global health concerns.</p> <p><b>How?</b> Turning ingredients, processing and application know-how into healthy and smart/tasty ideas (applying our expertise in cocoa science, texture/sensory/taste and technology/processing).</p> <p><b>What we offer, Our sweet solutions:</b></p> <p>We can propose different ways to reduce the sugar content in chocolate :</p> <ul style="list-style-type: none"> <li>• A <b>gradual</b> reduction over a period of time: starting with 5% less sugar, having little/minimal or no impact on taste nor price.</li> <li>• A <b>partial</b> sugar reduction: meaning at least 30% less vs. reference product on the market, allowing a “sugar reduced” or “light in sugar” claim on the packaging (front of pack).</li> <li>• A <b>full</b> sugar reduction: replacing all the added sugar in the recipe.</li> </ul> <p>This, while avoiding increase of fat and calories AND keeping taste and texture.</p>	<p>Reformulation of the end consumer product in cooperation with our suppliers and customers.</p>
<p><b>FERRERO</b></p>	<p>Ferrero is committed to offering consumers all over the world products of the highest quality and freshness. Ferrero believes that a balanced and varied diet, together with a regular level of physical activity, is of fundamental importance to develop a positive psychological and physical balance, making family and social gathering more pleasant occasions while maintaining correct dietary habits, based on moderation. A truly balanced diet is not one that excludes certain foods, but rather one that includes, in the correct portions and with the correct frequency of consumption, also those foods that consumers love best. Therefore, Ferrero is committed to providing consumers with the best taste satisfaction and the most reasonable and acceptable energy content per portion.</p> <p>The Ferrero Nutrition Department, also in cooperation with a network of independent research institutes, coordinates Studies and Research on new raw materials, products and processes as well as constant information-gathering on products’ metabolic impact. In addition, Ferrero develops its nutritional, health &amp; food safety Analysis, Studies and Researches within its own Nutrition Department with eight internal PhD or Master graduate experts in Nutrition, Health &amp; Food Safety, working full time. These experts</p>	<p>Sodium: salt in Ferrero products is already below the average levels in its category since many years: 89% of products have a sodium content below 150 mg/100 g per portion. Moreover, Ferrero products normally do not exceed a sodium content level of 300 mg/100 g. Further reductions in salt content would, therefore, not be applicable.</p> <p>Sugar: Ferrero is actively working to limit sugar in new products, while safeguarding taste and taking into account technological parameters and costs.</p> <p>Trans fats/saturated fats: Ferrero stopped using hydrogenated fats in its products since 2006 and confirmed the universal adoption of manufacturing processes which avoid the use of any hydrogenated fats. Moreover, Ferrero does not artificially add micronutrients to its products.</p>

	<p>work on issues related to Improvement &amp; Formulation of Products also in cooperation with other Ferrero internal resources, such as PhD or Master graduates or Technicians and experts in Raw Materials, Processes and Products.</p> <p>In order to increase the know-how on product formulation and processes among its internal resources, Ferrero cooperates with universities, hospitals, R&amp;D centres and external consultants.</p>	<p>The majority of products are below 150 mg/100g.</p>
<b>MARS</b>	<p><b>Product reformulation and portion size reductions (2007-2015)</b></p> <p><u>Product renovation programme:</u></p> <p>As a key element of Mars Health and Nutrition Strategy, the project renovation programme will continue in the coming years. The main goal will be to continue improving the nutritional balance of key products in the snack food portfolio. The recipe reformulation of Mars products will contribute to a lower energy intake by our consumers and as such contribute to their overall energy intake reduction and reduce the risk of calories overconsumption.</p>	<p><b>From 2002</b> Mars has removed 97% of added trans fat. The trans fat content of all our products is below 0.5 g per 100g and for most of them - below 0.2g.</p> <p><b>In 2009</b>, nougat bars (Mars, Snickers and Milky Way) had their SAFA (saturated fat) content reduced between 15 and 20% as compared to previous recipes.</p> <p><b>In 2011</b>, Balisto biscuits bars have seen their SAFA content reduced by 30%.</p> <p>Mars has removed 3,000 tonnes of saturated fat from the European diet per year and replaced this with unsaturated fat (sunflower oil).</p> <p><b>End of 2012:</b> A slight reduction of the fat content (from 27.9g to 26.7g) in the chocolate covering Snickers, Twix, Bounty and Balisto bars lead to a total fat reduction of 1.7 billion fewer calories consumed across Europe.</p> <p><b>In 2015</b></p> <ul style="list-style-type: none"> <li>• Reduction of the total fat and saturated fat content in M&amp;M's chocolate: <ul style="list-style-type: none"> <li>○ M&amp;M's "peanut" in our Polish factory in order to be in line with French factory: From 26.54 to 25.37 g/100g fat, and from 11 to 10.25g/100g saturated fat (this represents a total of 1.17% fat reduction and 0.75% saturated fat reduction for the yearly production in Poland);</li> <li>○ M&amp;M's "choco" in our Polish and French factories: From 20.66 to 19g/100g fat and from 12.7 to 11.7 saturated fat (this represents a total of 1.66% fat reduction and 1% saturated fat reduction for the yearly production in Poland and France);</li> </ul> </li> <li>• The energy reduction in Snickers funsize and miniatures was achieved through the introduction of lower fat chocolate in our Dutch factory from 26.7% fat to 26% (the same process will be used in 2016 in our Polish factory).</li> </ul>
<b>MONDELĒZ INTERNATIONAL</b>	<ul style="list-style-type: none"> <li>• Mondelēz International has a commitment to increase wholegrain by 25% in the global portfolio. Focus brands are large global brands, that can impact a larger part of consumers.</li> <li>• Reduce saturated fat and sodium with 10% by 2020</li> </ul>	<ul style="list-style-type: none"> <li>• In Europe, a 51% increase of wholegrain is achieved, mainly by expanding the Belvita brand and the inclusion of wholegrain in Prince Sandwich biscuits, an important brand for children.</li> <li>• Saturated fat has been reduced up to 45% in regional brands like Belvita, LuLu Ourson and Prince.</li> </ul>



NESTLÉ	<p>We aim to help improve children’s food environments by assessing our products against the Nestlé Nutritional Foundation (NF) criteria,</p> <p>We aim to create and reformulate foods and beverages with less sugar that still delight our consumers, deterring them from switching to less nutritional alternatives.</p>	<p>Over 50 million children eat better and exercise more, thanks to Nestlé’s children’s programmes. Offering tastier and healthier choices.</p> <p>Inspiring people to lead healthier lives. Building, sharing and applying nutrition knowledge</p>
	<p>By 2020, we will reduce the sugars we add in our products by 5% to support individuals and families in meeting global recommendations.</p>	<p>Between 2014 and 2016 we had reduced sugar content in products that did not meet the Nestlé Nutritional Foundation (NF) criteria by 8.0%, the equivalent of 39, 000 tonnes of sugar.</p>
	<p>We aim to reduce saturated fats by 10% in foods that do not meet the Nestlé Nutritional Foundation (NF) criteria.</p> <p>We commit to remove trans fats originating from PHOs from all foods to minimise consumers’ daily exposure to trans fat intake, as recommended by the WHO.</p>	<p>Between 2014 and 2016 we had reduced saturated fats by 6.5%</p> <p>Reformulation is challenging, not least because ingredients and manufacturing processes must be considered simultaneously, and investment in new technologies and equipment may be required. To complete these activities, while offering tastier and healthier choices to our consumers, we require more time to develop, test and implement. We have therefore extended the deadline for this specific commitment.</p> <p>By 2020 we will complete the 10% commitment taken in 2014, to reduce saturated fats by 10% in all relevant products that do not meet the NF criteria with respect to saturated fats.</p> <p>More than 99.8% of the fats and oils that Nestlé will purchase in 2017 will not contain <i>trans</i> fats originating from PHOs.</p>
	<p>We aim to reduce sodium content by 10% in products that do not meet the Nestlé Nutritional Foundation (NF) criteria with respect to sodium, ensuring a gradual reduction even in more challenging areas of our product portfolio.</p> <p>We are committed to encouraging their consumption. By adding more whole grains through our foods and beverages, providing relevant nutrition guidance on-pack and online where relevant, and promoting healthy home cooking, we have been offering solutions that help families achieve whole grain recommendations.</p>	<p>Between 2014 and 2016 we had reduced sodium content by 10.5% in our foods and beverages, the equivalent of an overall salt reduction of 2700 tonnes. While this means we exceeded our 10% reduction objective, our efforts in this area will continue through our new commitment on sodium reduction.</p> <p>We will continue to reduce sodium we add to our products by 10% to meet global recommendations.</p> <p>By 2020 we will add to our products, at least 750 million portions of vegetables, 300 million portions of nutrient-rich grains, pulses and bran, and more nuts and seeds.</p>

## MINDFUL EATING: helping consumers to control their calorie intake

Company/ Association	Description	Impact
<b>AIDEPI - ASSOCIAZIONE DELLE INDUSTRIE DEL DOLCE E DELLA PASTA ITALIANE</b>  <i>Italy</i>	With the voluntary Code “ <a href="#">Shared objectives for improving the nutritional characteristics of food products, with a particular focus on children (3-12 years)</a> ”, signed by the Minister of Health, Beatrice Lorenzin, and some food sector Associations on 28 <sup>th</sup> October 2015, AIDEPI members are committed to a gradual reduction, in a certain period of time, of the <b>average</b> energy content of merendine <sup>1</sup> until 2017. In this Code the objectives are based on the average products on the market and they are not maximum levels. The average portion size of merendine on the market by 2017 should not exceed 170 kcal. AIDEPI has started a <b>National monitoring</b> in accordance with Ministry of Health. The monitoring is based on the average of the <b>energy values per portion</b> of the top selling merendine. Data on sales come from an external society of market research. The basket of products has been selected by AIDEPI in agreement with Companies. Recently, in order to be proactive on this key issue, AIDEPI members agreed on the reference portion for biscuits ≤ 200 kcal, given that the most widespread consumption of biscuits in Italy is during breakfast and referring to the recommended total daily energy intake for an average adult, equal to 2000 kcal.	Careful evaluation by members of portion size of the products especially of new and existing products targeted to children. Collaboration with Minister of Health. Improvement of the image of our sectors. No food taxes.
<b>BDSI - ASSOCIATION OF THE GERMAN CONFECTIONERY INDUSTRY</b>  <i>Germany</i>	Together with an external expert, the BDSI has developed a so-called “pleasure-card-index” (Genuss-Kartei) that emphasises the importance of pleasure and enjoyment for a healthy lifestyle. The so-called “pleasure concept” is one of the main pillars of the scientific PR of the BDSI. An extra homepage was created: <a href="http://www.genuss-tut-gut.de">www.genuss-tut-gut.de</a> . Eating with pleasure is linked to the concept of eating in moderation.	
<b>PRODULCE</b>  <i>Spain</i>	In view of the difficulty of reaching an agreement for a concrete reduction of any nutrient or calorie intake, PRODULCE also encourages its members to increase the range of available portions, to reduce the weight of individually wrapped portions or use reusable packs.	There is no statistical data, but over the last 3 years the portions of products have been reduced, individually wrapped portions used to have less than 200 kcal and new reusable packs have been launched.
<b>VBZ - ASSOCIATION OF THE BAKERY AND CONFECTIONERY INDUSTRIES</b>  <i>The Netherlands</i>	A lot of different portion sizes, including smaller portion sizes, are available on the market. VBZ has made specific guidelines about portion sizes.	

<sup>1</sup> “Merendine” (from “merenda”, in Italy a small mid-morning, mid-afternoon meal) are serving-size baked cakes, prepared after traditional home-made recipes.

<p><b>FERRERO</b></p>	<p>Ferrero continues to work on portion size control, as well as (when feasible from the point of view of technology, taste and costs) on reduction of calories content and/or saturated fat and/or sugars, minimization of salt content, no-use of TFAs and valid placement of its products in the different eating episodes of the day (Meals or Between Meal Eating Episodes).</p>	<p><b>More than 55% of Ferrero’s individually wrapped products have portions with less than 100 Kcal and more than 90% have portions with less than 150 Kcal</b></p> <ul style="list-style-type: none"> <li>• Ferrero stopped using hydrogenated fats since 2006.</li> </ul> <p>In 2016, the following result was achieved:</p> <ul style="list-style-type: none"> <li>• Calories: around 80% of Ferrero products provide less than 130 kcal/portion and the average caloric intake is below 100 kcal. Most volumes of Ferrero products are offered in portions below 25 grams and more than 85% of the volumes have portions of less than 40 grams.</li> <li>• Ferrero continues to develop products whose fibre, vitamins, minerals, antioxidant, etc. are naturally derived from the raw materials used.</li> <li>• Almost half of Ferrero products have a “Low Glycemic Index” and almost half of Ferrero products have a “Medium Glycemic Index”, only around 5% of products have a “High Glycemic Index”.</li> <li>• Most of Ferrero products are designed for consumption in the between meals eating episodes (42.9%) or occasionally (33.7%).</li> </ul>
<p><b>MARS</b></p>	<p>Portion size reduction programme: The aim is to reduce the caloric intake per portion. Mars’ programme helps to reduce the energy intake, thus contributing to a decrease in consumers’ overall daily caloric intake and preventing overconsumption by consumers at different socio economic levels.</p>	<p>Introduction in 2007 of two new variants that provide lower energy intake:</p> <ul style="list-style-type: none"> <li>• Mars Planet (179 calories) in the UK.</li> <li>• A reformulated Mars bar was launched in France: Mars Coeur Fondant (186 calories).</li> </ul> <p>Reduction of bar weight: Commitment to ensure that all products contain less than 250kcal/portion, with increasing % of products &lt;100kcal</p> <ul style="list-style-type: none"> <li>• Since February 2013, all reformulated Mars Inc. products on the European markets have less than 250 kcal per portion thanks to the new chocolate recipe and the portion size reduction of several single packs (Twix single has been reduced from 2x29g to 2x 25g, Milky Way from 21.9g to 21.5g and Snickers single bar has been reduced from 57g to 51g). This could translate into a 14% calorie intake reduction for each Snickers or Twix bar consumed (e.g. the previous Snickers recipe amounted to 503.4 kcal/100g, 286.9kcal/57g, while the new Snickers recipe represents 483.8 kcal/100g, 246.9kcal/51g).</li> <li>• In 2014, the reduction in Snickers funsize was: <ul style="list-style-type: none"> <li>○ Peanuts were reduced by 8.3%.</li> <li>○ Fat nougat was reduced by 100%.</li> <li>○ Fat caramel was reduced by 46%.</li> <li>○ Calories were reduced by 4%.</li> </ul> </li> </ul> <p>In 2014 and 2015 Mars reduced M&amp;Ms portion size by developing a small value</p>

		<p>pack for M&amp;Ms in the shape of a stick weighing 17g in the case of M&amp;Ms Choco and 20 g for M&amp;Ms Peanut. The reduction in the total weight was of 62% and 56% respectively.</p> <p>20g M&amp;M's peanut: around 102 Kcal/portion = 44,4% less than standard pack</p> <p>Mini size products offer less than 99 calories.</p>
<b>MONDELÉZ INTERNATIONAL</b>	<p>Mondelēz has global commitments on nutrition that serve to address key public health concerns by enabling consumers to snack more mindfully:</p> <ul style="list-style-type: none"> <li>• Increase the number of individually wrapped products that contain 200kcal or less by 25% by 2020. This aspect is relevant for products for which the nutritional profile is more difficult to improve, like plain chocolate and count line bars.</li> </ul>	<p>New portion controlled packs (&lt;200kcal) have been successfully launched across Europe, e.g. Crispello countlines and Cadbury/LU bars.</p>
<b>NESTLÉ</b>	<p>To complement our Nestlé Nutritional Compass and GDA labelling, we have adopted a Portion Guidance Framework to help consumers make better portion decisions, with on-pack guidance.</p> <p>As part of our integrated approach to promoting healthier choices, we tailor our portion sizes and information to suit specific cultural habits. This often requires redesigned packaging, with <i>Portion Guidance</i> considered alongside other elements such as brand messaging and local regulatory information.</p>	<p>We have promoted healthy portion consumption by deploying our Portion Guidance programme on 100% of our children's and family products, and complement it with guidance in our recipe websites and nutrition education programmes.</p> <p>We will continue to provide guidance on portions globally on all children's and family product packs and add frequency of consumption indications on relevant products.</p> <p>We will extend our guidance on portions to our consumer recipes, and relevant teenager and adult products.</p> <p>We will gradually increase the proportion of guidance on portions provided through product form, pack design, serving device or dispenser to make it even more intuitive than on-pack messaging.</p>
	<p>Beyond the product package, we further assist the community to understand the nutritional values and health benefits of Nestlé products by providing practical health and nutrition information through a variety of media: websites, interactive tools, online healthy menu planning and recipes. Other sources of information include social media apps with practical videos, help lines, email alerts, brochures and newsletters. Nestlé commits to ensuring that all communications are factual, not misleading, and appropriate to its intended audiences.</p>	<p>We have featured Portion Guidance on 66.7% of our foods and beverages for children and families.</p> <p>On products that have a more significant impact on the overall diet of children, such as recurring and more indulgent choices, 80.5% provided Portion Guidance</p>

## CONSUMER INFORMATION

Company/ Association	Description	Impact
<p><b>AIDEPI - ASSOCIAZIONE DELLE INDUSTRIE DEL DOLCE E DELLA PASTA ITALIANE</b></p> <p><i>Italy</i></p>	<ul style="list-style-type: none"> <li>The “<b>AIDI (now AIDEPI) PLATFORM FOR VOLUNTARY INITIATIVES IN THE CONFECTIONERY INDUSTRY</b>” committed AIDEPI members to introduce <b>Nutrition labelling</b> on-pack: at least “BIG 4” nutrients per 100g and per portion or per piece and <b>GDA</b>s - at least energy GDA.). In 2007 the AIDI Platform had been included within the framework of the Inter-ministerial “Gaining health” campaign launched by the Italian Ministry of Health. This commitment has been renewed with the voluntary Code “ <a href="#">Shared objectives for improving the nutritional characteristics of food products, with a particular focus on children (3-12 years)</a>”, signed by the Minister of Health Beatrice Lorenzin and some food sector associations, among which AIDEPI on 28<sup>th</sup> October 2015. With this new Code our members are committed to introducing the new <b>Nutrition Declaration</b> on-pack per 100g and per portion or per piece and <b>Reference Intakes</b> - at least energy RI.</li> <li>Following the recent sanctions of the Italian Anti-Trust Authority on labels carrying claims, in particular <b>comparative claims</b> (such as 30% less fats), AIDEPI has decided to develop a <b>Guideline</b> and created a <a href="#">web page</a> on the reference contents of nutrients for the calculation of the comparative claims for specific products (biscuits, merendine, croissants and similar, crackers, rusk, etc.). The reference values are updated every year according to the selling data provided by an external society of market research.</li> </ul>	<p>The commitments on labelling were monitored by an independent market research organization (GfK Eurisko) in 2008. The research showed that 80% of the members were in line with AIDI commitments (AIDEPI covers 85% of the Italian confectionery market).</p> <p>The AIDEPI website provides the reference content of nutrients for the calculation of the comparative claims for fine bakery wares and breakfast cereals, based on the best seller products (external society of market research). The reference value could be used by any food operators, not only AIDEPI members, also retailers. The source AIDEPI is explicitly mentioned on the labels. .</p> <div data-bbox="1301 911 1621 1031" style="background-color: #ADD8E6; padding: 5px;"> <p><b>*-30% di grassi e -50% di grassi saturi rispetto ai cracker più venduti (fonte AIDEPI)</b></p> </div>
<p><b>BDSI - ASSOCIATION OF THE GERMAN CONFECTIONERY INDUSTRY</b></p> <p><i>Germany</i></p>	<p>The BDSI homepage offers the consumer a wide range of information on confectionery and savoury snacks. On an additional page the consumer can find a lot of information concerning the pleasure concept: <a href="http://www.genuss-tut-gut.de">www.genuss-tut-gut.de</a>.</p>	
<p><b>L'ALLIANCE 7</b></p> <p><i>France</i></p>	<p><b><u>Fine bakery wares:</u></b></p> <ul style="list-style-type: none"> <li>Provide information by portions (in addition to information by 100g).</li> <li>Provide nutrition information.</li> <li>Provide consumption recommendations on labelling (e.g. composition of a balanced breakfast) and good practice.</li> </ul>	<p><b><u>Fine bakery wares:</u></b></p> <ul style="list-style-type: none"> <li>76% of labelling give information by portion (OQALI 2011).</li> <li>93% of products (OQALI 2011).</li> <li>60% of products (OQALI 2011).</li> </ul>

<b>L'ALLIANCE 7</b>  <i>France</i>	<b>Chocolate:</b> <ul style="list-style-type: none"> <li>• Provide information by portions (in addition to information by 100g).</li> <li>• Provide nutrition information.</li> </ul>	<b>Chocolate:</b> <ul style="list-style-type: none"> <li>• 76% of labelling indicating nutritional information per portion (OQALI 2012).</li> <li>• 86% of products (OQALI 2012).</li> </ul>
	<b>Bread products:</b> <ul style="list-style-type: none"> <li>• Provide information by portions.</li> <li>• Provide nutrition information.</li> </ul>	<b>Bread products:</b> <ul style="list-style-type: none"> <li>• 39% of labelling give information by portion (OQALI 2010).</li> <li>• 93% of products (OQALI 2009).</li> </ul>
<b>FEVIA - NATIONAL FOOD AND DRINK INDUSTRY FEDERATION</b>  <i>Belgium</i>	<b>NUBEL (2004-2020):</b>  Created in 1990. Manages a scientific database of nutrients in foodstuffs. Its mission is to exchange information with similar institutes outside Belgium and with health professionals, retailers, scientists, consumers, etc. Also contributes to the development of projects such as the National Health-Nutrition Plan.	
<b>HUNBISCO - ASSOCIATION OF HUNGARIAN CONFECTIONARY MANUFACTURERS</b>  <i>Hungary</i>	Provide more detailed nutritional information.  Also, in accordance with European labelling legislation, the basic nutrition information now appears on the front of pack as well (in the majority of the cases, as it is not mandatory.)	The exact percentage of cocoa content in chocolates is stated on the packaging.  The nutritional values per portion are stated on the packaging.
<b>POLBISCO - ASSOCIATION OF POLISH CHOCOLATE AND CONFECTIONERY PRODUCERS</b>  <i>Poland</i>	Polbisco supports nutrition labelling. Since 2005 it recommends to all members that they voluntarily put nutrition information on products providing details on energy, protein, carbohydrate and fat content. It can be supplemented by information on what percentage of the Guideline Daily Amount (GDA) of calories is covered by one serving.	
<b>PRODULCE</b>  <i>Spain</i>	From 2009, PRODULCE encourages its members to implement <b>voluntary nutrition labelling</b> . Even before the entrance into force of Regulation 1169/2011, most of the PRODULCE members were including voluntary nutrition information in an accessible form on its sales units. If this was not technically possible, the nutrition information is stored on the Internet in company's sites and/or on the IAB Foundation website.	Since 2006 and before the entrance into force of the compulsory nutrition labelling established in Regulation 1169/2011 the majority of PRODULCE members include the nutritional information and also the GDA front of pack information.
<b>VBZ - ASSOCIATION OF THE BAKERY AND CONFECTIONERY INDUSTRIES</b>  <i>The Netherlands</i>	VBZ is promoting the labelling of the Reference Intake Front of Pack.	

<p><b>BARILLA</b></p>	<p>Barilla provides voluntarily information on the front/back of pack such as</p> <ul style="list-style-type: none"> <li>• nutritional claims (example: 30% less sugar, rich in fibre, wholegrain),</li> <li>• advice to consumers on healthy lifestyle and balance diets (example: "eating a variety of different foods during the day contributes to your well-being),</li> <li>• absence of certain ingredients/components (example : no preservatives, no colours, no OGM),</li> <li>• indication of consumption (example : ideal or maximum quantity to be consumed and the role of a given food within a balanced diet, such as : "eating 4 biscuits, a cup of milk/coffee and one fruit amounts to XXXX calories, which represents 20% of your daily intake as suggested by the Nutritional Guidelines referred to 2000K cal. daily intake).</li> </ul> <p>The above mentioned information is present on 60% of our packs in Europe</p>	<ul style="list-style-type: none"> <li>• 71% of products shows consumption instructions on the pack and on the website</li> <li>• 34% of products feature information for a healthy lifestyle</li> <li>• 20% of the Group's websites containing "<a href="#">Good for You, Good for the Planet</a>" information</li> </ul>
<p><b>BARRY CALLEBAUT</b></p>	<p>Obesity is now a critical global issue, requiring a comprehensive intervention strategy. More than 2.1 billion people -nearly 30 percent of the global population- are overweight or obese. That's nearly two and a half times the number of those who are undernourished.</p> <p>Obesity, which should be preventable, is now responsible for about 5 percent of all deaths worldwide.</p> <p>If its prevalence continues on its current trajectory, almost half of the world's adult population will be overweight or obese by 2030 (<i>Source: MGI report, Nov. 2014</i>).</p> <p>Therefore, a call to action is requested, but will be mainly pushed by multinationals and the retail.</p> <p><b><u>What we offer:</u></b></p> <p>Our Nutri-generator, for calculation of the complete nutritional information including, for example, "Ik kies bewust", Traffic Light Systems, GDA, Health Star Ratings, etc. to provide full information to our customers to allow them to communicate correctly to their consumers.</p> <p><b><u>What we cannot neglect:</u></b></p> <p>Taste and price/affordability are key parameters for consumers, reduction claims (less-no) are quite often perceived as less tasty, call for natural (clean/clear) alternatives is growing.</p> <p>According to 2012 figures, about 33% of the worldwide population is lactose-intolerant.</p> <p>A 75% is estimated to have a decrease in lactase activity.</p>	<p>As a B2B supplier we fully support our customers in being a solution provider. We offer sugar-, fat- and caloric reduced solutions to our customers, including solutions with reduced impact on blood sugar levels.</p> <p>We offer chocolates and cocoa with naturally preserved levels of polyphenols with proven beneficial effect.</p> <p>The final choice is made by our customers/retailers.</p> <p>We see a growing market/interest in "free-from" chocolate, such as gluten-free, lactose-free and dairy-free.</p>

<b>FERRERO</b>	<p>In compliance with the current legislation in different countries, Ferrero offers to its consumers correct and transparent nutritional information. In addition to what is already foreseen by the law, Ferrero pledges to provide voluntary nutritional information on the front of pack, in order to have more readable and comprehensive labels.</p>	<p>On 13 December 2014, Regulation 1169/2011 (EU) on food information to consumers (FIC) entered into force. In line with what is foreseen by this Regulation, the Ferrero Group renewed and updated its commitment for the provision of voluntary additional nutritional information on the front of pack. The commitment is based on the FoodDrinkEurope recommendation and Ferrero applies it to all its Kinder and Nutella products, as well as to all the Ferrero snacks.</p> <p>In the European Union, the commitment to provide voluntary information on front of pack covers 100% of eligible Ferrero products (Nutella, Kinder and the Ferrero snacks).</p> <p>In order to ensure the necessary coherence, the Ferrero Group continues to work in order to extend this voluntary information also outside Europe.</p>
<b>MARS</b>	<p><b>Nutrition labelling initiative:</b></p> <ul style="list-style-type: none"> <li>• Indication of GDAs (2007-2015): Mars has committed to the EU platform since 2007 to implement GDA's on 100% of chocolate and confectionery products. With the new FIC (Food Information to Consumers) regulation, Mars will continue to provide on a voluntary basis, additional nutrition information front of pack.</li> <li>• Mars UK has implement the newly launched GDA hybrid system.</li> </ul>	<ul style="list-style-type: none"> <li>• In total in 2015, more than 99% of all core (non-gifting) <b>Mars Chocolate</b> and Ice Cream packs on sale throughout the EU display 'reference intake' (RI) on their labels in line with food labelling legislation 1169/2011/EC (FIC).</li> <li>• Out of a portfolio of 2571 packs there are 328 packs that currently do not carry 'reference intake' labelling due to lack of space on label. Most of these packs are seasonal packs which tend to be awkward shaped packs containing several brands and thus requiring significant space for legal text.</li> <li>• In 2015 Reference Intakes were implemented on 96 <b>duty free packs</b>.</li> <li>• <b>Wrigley</b> segment comprises a number of confectionery products, freshening mints and chewing gums. This segment has maintained the "Reference Intake" labelling for all brands and sub-brands concerned of all its confectionery products (Starburst, Skittles, Sugus, Solano) in the European region (EU countries, Serbia, Bosnia, Switzerland, Kosovo, Macedonia, Norway, Albania and Montenegro). This represents 150 SKUs on a total of 270 as chewing gum and specific breath freshening mints such as Locketts are exempt from RI labelling and only some will require nutrition information per 100g as per the FIC Regulation.</li> <li>• Wrigley implemented since mid-2015 hybrid GDA labelling in the UK and Ireland for three artworks of Starburst and Skittles overwraps.</li> <li>• <b>Chocolate Drinks &amp; Treats:</b> Reference intakes have been implemented on all of our 287 SKUs: monochrome on all 261 SKUs single packs and traffic light on back of pack with our 26 SKUs multipacks in the UK.</li> <li>• Reference Intake labelling provides easy and clear information to help consumers to make informed choices about their diets, allowing them to judge the contribution of a specific nutrient from a product to their daily intake. Through the GDA (Reference Intake) labelling Mars has contributed</li> </ul>



<p><b>MARS</b></p>		<p>to the information and education of all consumers, independently of their socio-economic level through this voluntary initiative. Mars is committed to delivering nutrition labelling across its entire product portfolio within the EU. Mars will continue to invest human and financial resources to maintain the Reference Intake labelling following best practice and relevant local and regional legislation.</p>
	<p><b>Informative websites</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Mars Healthy Living website</a> : Includes nutritional information about products and offers accessible information, expert advice and interactive tools for learning about and embracing healthy lifestyles.</li> <li>• Regional websites: <a href="#">Clever Naschen</a>, or "Smart Snacking," in Germany; <a href="#">Questions Friandises</a>, or "Sweet Questions," in Belgium.</li> <li>• Brand websites at the national level, e.g. <a href="http://www.marsfrancenutrition.fr">www.marsfrancenutrition.fr</a>.</li> </ul>	
<p><b>MONDELÉZ INTERNATIONAL</b></p>	<ul style="list-style-type: none"> <li>• Provide information on at least eight key nutrients – energy (calories), fat, saturated fat, total carbohydrates, sugars, dietary fibre, protein and salt.</li> <li>• Mondelēz products carry voluntary FOP energy labelling, to provide the consumer with easily accessible information on the caloric content of the product per 100g and per serving.</li> <li>• Promoting portion control. For example, Mondelēz France has launched the “Check your Portion” Website, <a href="http://vosquestions.Mondelēzinternational.fr/quelleportion/">http://vosquestions.Mondelēzinternational.fr/quelleportion/</a>, designed to help consumers better understand how consumption of Mondelēz snacks fits into their overall healthy diet plan, and to help them understand food ingredients better.</li> </ul>	<p>Based on guidelines jointly developed by FoodDrinkEurope and EuroCommerce, implementing the new legal requirements of the FIC Regulation, consistency and transparency is provided to consumers via voluntary (front-of-pack) nutrition information in the form of reference intakes (RI), in addition to the mandatory nutrition information.</p> <p>At this moment 100% Mondelēz EU eligible products carry FOP energy labelling.</p>
<p><b>NESTLÉ</b></p>	<p>Nestlé products carry nutrient content information and facts to enrich consumer understanding through the Nestlé Nutritional Compass (launched in 2005) and front-of-pack (FOP) labelling.</p> <p>We will apply and explain nutrition information on packs, at point of sale and online We have introduced GDA-based labelling based on children’s reference values, to all products designed for children, where regulations allow, helping parents make better nutritional choices for children.</p> <p>With our Nestlé Nutritional Compass®, people can learn more about what they consume through our products. The compass presents a variety of information including at least the nutritional composition of each product, contact details for</p>	<p>All our relevant food and beverage products worldwide have Guideline Daily Amount (GDA)-based labels on front of pack to inform consumers about nutritional content.</p> <p>We pledge to continue to provide detailed product nutrition facts with daily value percentages, ingredients and allergens, and add special diet information, nutrition labelling explanations and healthy eating tips on all our relevant packs, as well as on our websites and e-retailer sites, to better consumer choices.</p>

	<p>more information and, whenever possible, lifestyle and nutrition tips. The Nestlé Nutritional Compass® was displayed on 96.4% of our foods and beverages at the end of 2016.</p> <p>To meet the increasing consumer demand for product information, we have expanded the use of Quick Response (QR) codes displayed within the <i>Nestlé Nutritional Compass</i>®. QR codes give individuals with smartphones easy access to online information, enabling them to go ‘beyond the label’ and learn more about a brand’s or product’s nutritional contributions.</p> <p>We strive to ensure that our labelling is fully accurate, and follows the principles outlined by the Food and Agriculture Association’s Codex Alimentarius. It also declares the absence, removal or presence of a nutrient, ingredient or substance that an individual might wish to avoid, such as sugar or saturated fats.</p> <p>We aim to simplify our ingredient lists and remove artificial colours. To meet these rising expectations, we have been transforming our foods and beverages through our ‘Kitchen Cupboard’ approach. This focuses on using familiar and recognisable natural ingredients such as vegetables, spices, herbs and flours. Kitchen Cupboard also seeks to simplify ingredient lists, increase the vegetable and whole grain content, and reduce the salt and sugar in our foods and beverages.</p>	<p>Information is now more accessible via Quick Response (QR) codes for smartphones.</p> <p>We are accelerating the removal of artificial additives, flavours and colours, and by providing transparent, easy-to-read information about their use.</p> <p>We will continue to remove unfamiliar ingredients.</p>
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## RESPONSIBLE ADVERTISING AND MARKETING TO CHILDREN

Company/ Association	Description	Impact
<b>AIDEPI - ASSOCIAZIONE DELLE INDUSTRIE DEL DOLCE E DELLA PASTA ITALIANE</b>  <i>Italy</i>	<ul style="list-style-type: none"> <li>The “<b>AIDI (now AIDEPI) PLATFORM FOR VOLUNTARY INITIATIVES IN THE CONFECTIONERY INDUSTRY</b>” committed AIDEPI members to give up sale of sweet products in <b>vending machines in primary schools</b>.</li> <li>On 28 October 2015, the voluntary Code “<b>Guidelines for the commercial communication relating to food and drink for the protection of children and proper nutrition</b>” has been signed by the Minister Beatrice Lorenzin and some food sector associations among which AIDEPI. In line with the approach historically taken by our Administration, fully shared by AIDEPI and the entire Federation, always opposed to any kind of threshold-based system that could lead to an unjustified classification between bad and good foods, our Authority proposes general rules on the correct advertising of food to kids taken from the Advertising Self-Regulatory Code applied by the National Institute of Self-regulation of Advertisement (Istituto di Autodisciplina Pubblicitaria – IAP).</li> </ul>	<p>AIDEPI covers 85% of the Italian confectionery market.</p> <p>Careful evaluation by members of advertising of products to children. Collaboration with Minister of Health. Improvement of the image of our sectors. No food taxes.</p>
<b>BDSI - ASSOCIATION OF THE GERMAN CONFECTIONERY INDUSTRY</b>  <i>Germany</i>	<p>The BDSI supports the Code of Practice for Commercial Food Advertising of the German Advertising Standards Council (DW) which has been in force since 1 July 2009.</p> <p>At European level, renowned companies – including some BDSI members – have taken a united stand within the scope of the so-called EU Pledge. The signatory companies of the EU Pledge have voluntarily committed to not directing any product advertising at children under 12 years of age, with the exception of products that fulfil specific nutrition criteria.</p> <p>The BDSI has communicated to its members the CAOBISCO recommendation to join the EU-Pledge.</p> <p>The BDSI has issued a Statement of Position on the Debate concerning a Regimentation of Advertising to Combat Overweight.</p>	
<b>FEVIA - NATIONAL FOOD AND DRINK INDUSTRY FEDERATION</b>  <i>Belgium</i>	<p><b>Code of foodstuffs advertising (since 2004)</b>, based on ICC Framework for responsible food and beverage communications.</p> <p>Belgian Pledge, <a href="http://www.belgianpledge.be">www.belgianpledge.be</a></p>	<p>Assessment report available form <a href="http://www.jep.be">www.jep.be</a></p> <p>42 companies (of which seven CHOPRABISCO members), covering 64% of advertising expenses for foodstuffs in Belgium</p>

<b>L'ALLIANCE 7</b> <i>France</i>	L'ALLIANCE 7 adopted the position to stop advertising on TV for children and to be a responsible actor in promoting products to children.	2007 – chocolate 2008 – fine bakery wares 2009 – confectionery
<b>HUNBISCO - ASSOCIATION OF HUNGARIAN CONFECTIONERY MANUFACTURERS</b> <i>Hungary</i>	Continuously from 2005 HUNBISCO, cooperating with its member companies, is making a campaign for real, high cocoa content chocolate instead of compounds. We set up a <a href="#">website</a> that provides entertaining yet detailed and useful information about chocolate and confectionery in general (only available in Hungarian).	As a result, the consumption of compounds has decreased greatly, whereas the consumption of dark chocolate increased with more than 5 %.
<b>POLBISCO - ASSOCIATION OF POLISH CHOCOLATE AND CONFECTIONERY PRODUCERS</b> <i>Poland</i>	Polbisco supported the inclusion into the Polish Code of Ethics in Advertising (advertising self-regulatory system in Poland) of principles of food advertising to children. Principles included in the Code are based on the EU Pledge (no advertising to children under 12).	
<b>PRODULCE</b> <i>Spain</i>	<p><b>Since the beginning, PRODULCE has collaborated in the promotion of the 'PAOS Code';</b> this is a <b>self-regulation code for the advertising of food products directed to children</b> for the prevention of obesity, launched in 2005. It includes fines of up to 180.000€ in case of infringement, a previous copy advice procedure for pre-vetting advertisements non-compliant with the law, and monitoring bodies. It articulates that food advertising on the Internet aimed at children aged under 15 years must follow the rules of conduct and self-regulation in order to promote healthy habits and prevent obesity. For TV food advertising, the code is aimed to children under 12 years.</p> <p>Spanish companies are working on a proposal to extend the rules. For instance, the proposal includes cinema on the list of places where food advertising would be under PAOS code.</p> <p><b>More information:</b>  <a href="http://www.aecosan.msssi.gob.es/AECOSAN/web/nutricion/seccion/marketing_y_publicidad_dirigida_a_menores.shtml">http://www.aecosan.msssi.gob.es/AECOSAN/web/nutricion/seccion/marketing_y_publicidad_dirigida_a_menores.shtml</a></p> <p><b>The PAOS Code (English version):</b>  <a href="http://www.aecosan.msssi.gob.es/AECOSAN/docs/documentos/nutricion/Nuevo_Codigo_PAOS_2012_ingles.pdf">http://www.aecosan.msssi.gob.es/AECOSAN/docs/documentos/nutricion/Nuevo_Codigo_PAOS_2012_ingles.pdf</a></p>	<p>The implementation of this Code has managed to improve the quality of the advertising messages directed to children, a segment of the population that deserves special attention, following international recommendations on food products marketing aimed at children by the World Health Organisation (WHO).</p> <p>According to the World Health Organisation (WHO), the PAOS Code covers 95% of food and beverage TV advertising to children.</p> <p>The majority of PRODULCE companies that use food advertising subscribe the Code.</p> <p>The existence of the PAOS Code does not make it necessary for Spanish companies to subscribe to the EU Pledge, although transnational companies are signatories to both codes.</p>
<b>VBZ - ASSOCIATION OF THE BAKERY AND CONFECTIONERY</b>	In the Netherlands the food sector, via the FNLI and in close cooperation with sector federations like VBZ established its own advertising code for food in 2005. It was adjusted in 2010 and 2015. It has a lot of elements like restrictions of advertising at e.g. primary schools, advertising after/before children TV programs, no advertising to children under 7	

<b>INDUSTRIES</b> <i>The Netherlands</i>	years, no advertising to children under 13 years except for products that fulfill a nutritional profile (based at the EU Pledge criteria), promotion of excessive eating is prohibited etc.	
<b>BARILLA</b>	Based on the “Barilla Ethical code” at <a href="http://www.barillagroup.com">www.barillagroup.com</a> we are committed to apply three rules: <ul style="list-style-type: none"> <li>• Provide information that is more comprehensive than that provided for by labelling regulations.</li> <li>• Backing up product quality with rigorous scientific data.</li> <li>• Including, especially in communications on products for children, information about healthy lifestyle.</li> </ul>	
<b>BARRY CALLEBAUT</b>	In general, many innovation days with well-defined segments such as cereals, biscuits, bakery, dairy, ice cream, confectionery, snacking, to improve the permissibility of chocolate consumption and to consume in a responsible way. <p>Specific retailer meetings to improve the understanding of current trends, with “Better for You” (healthy) chocolate options (main demand from UK and Scandinavia).</p> <p><b>Highlights:</b></p> <p><u>Oct 2014:</u> Launch of the “I feel good campaign”: BC is not only answering to new health concerns but also to new customer trends. Reformulation options grouped into four choices: the rational, parental, recommended and emotional choice. The rational choice is one for a balanced chocolate, the parental choice is inspired by the wish to pay special care to what our children are eating, the recommended choice is the result of health consciousness and the emotional one is about the choice for classic chocolate.</p> <p><b><u>Specific solutions for everyone to enjoy chocolate, at every moment of the day.</u></b></p> <p><u>June 2013:</u> Health Seminar for our customers to provide them better information about regulatory issues (Nutrition &amp; Health Claims/ Labelling) and to present the different healthy solutions BC offers (Goodness from the cocoa bean/ Authenticity &amp; Permissibility Program). An overview on product launches in healthy chocolate was given to show our customers that this number is increasing.</p> <p><u>2013:</u> At the “International Sweets &amp; Biscuits Fair” (ISM, Köln, Jan 2013), BC did a whole communication on six important consumer trends of which at least three were also focused on health:</p> <ul style="list-style-type: none"> <li>- <b>Smart &amp; Convenient</b> – “Smart ideas make my life easier”: Products for consumers suffering from allergies or just looking for a guilt-free indulgence - Free-from range (lactose-free/dairy-free), Sweet by Fruits chocolate (integrating a sweetening solution entirely derived from fruits).</li> <li>- <b>Virtuous simplicity</b> – “Close to nature is close to me”: Without-added-sugar chocolates</li> </ul>	Decision at customer level

<p><b>BARRY CALLEBAUT</b></p>	<p>with steviol glycosides from the stevia plant.</p> <p>- <b>Respect &amp; Responsibility</b> – “The future is my responsibility too”: Better For You solutions, such as dairy-free chocolate.</p> <p><u>2012</u>: ‘Free your taste’ communication for booth at Health ingredients Europe (Frankfurt, Nov 2012), including advertising and e-newsletter to customers to promote our range on sweetener solutions apart from other healthy innovations, such as high-flavanol range and free from dairy/lactose range.</p> <p><u>2011</u>: Food Ingredients Europe (Paris, Nov 2011): launch of new chocolate based on Stevia extract with four different concepts (light in calories, non-laxative, sugar free, reduced in sugar) and another range based on natural sugars from fruit with a 30% sugar reduction.</p> <p><b>Appendix:</b></p> <ul style="list-style-type: none"> <li>- Brochure 2006 on rebalanced fat &amp; sugar</li> <li>- Brochure 2007 on tooth-friendly chocolate</li> <li>- Brochures 2011-2012 on stevia &amp; natural fruit sugar</li> <li>- Communication sent by Ann Duponcheel about TFA</li> </ul> <p><b><u>Some examples of advertising and press releases :</u></b></p> <p><a href="http://www.acticoa.com">www.acticoa.com</a></p> <p><a href="http://www.barry-callebaut.com/news/2014/10/barry-callebaut-showcases-reformulation-solutions-i-feel-good">http://www.barry-callebaut.com/news/2014/10/barry-callebaut-showcases-reformulation-solutions-i-feel-good</a></p> <p><a href="http://www.barry-callebaut.com/news/2015/02/barry-callebaut-awarded-new-patent-reduced-fat-chocolate">http://www.barry-callebaut.com/news/2015/02/barry-callebaut-awarded-new-patent-reduced-fat-chocolate</a></p> <p><a href="http://www.barry-callebaut.com/news/2015/04/european-commission-extends-barry-callebaut%E2%80%99s-health-claim-acticoa%C2%AE-products-extracts">http://www.barry-callebaut.com/news/2015/04/european-commission-extends-barry-callebaut%E2%80%99s-health-claim-acticoa%C2%AE-products-extracts</a></p>	
<p><b>FERRERO</b></p>	<p>With regard to advertising, Ferrero participates in the EU Pledge, an initiative which foresees a series of commitments towards a responsible approach to food advertising to children under 12 in TV, print and digital.</p> <p>The commitments, implemented in all 28 EU Member States, have been strengthened on several occasions throughout the years.</p>	<p>The updated <b>EU Pledge commitments of the Ferrero Group</b> are as follows:</p> <p>1) Commitments on advertising and marketing to children</p> <p>Starting from 1st January 2017, Ferrero commits:</p> <p>Not to advertise its products at all to media audiences with more than 35% children under 12 years; OR</p> <p>Only advertise its products that meet the common EU Pledge Nutrition Criteria to media audiences with more than 35% children under 12 years. The above commitments apply to the following covered media: TV, radio, print, cinema, online (including company-owned websites), DVD/CD-ROM, direct marketing,</p>

		<p>product placement, interactive games, outdoor marketing, mobile and SMS marketing. Where no reliable audience measurement data is available, Ferrero commits to considering not only the placement, but also the overall impression of the marketing communication, to ensure that, if the product in question does not meet the common nutrition criteria, the communication is not designed to appeal primarily to children under 12.</p> <p>2) Commitment on communications in schools</p> <p>Ferrero believes that, in many situations, sponsorship agreements may be beneficial for funding essential educational activities, such as the development of sports in schools. However, such activities should take place only with the express agreement of the competent school authorities concerned. In line with the above considerations, Ferrero commits not to carry out any marketing communications related to its food products in primary school, except where specifically requested by, or agreed with, the school administration, for educational purposes.</p>
<p><b>MARS</b></p>	<p>Mars is member of the EU pledge and has its own global advertising code since 2007. The clear mission that Mars pursues with its Marketing Code is maintaining a leadership position on responsible marketing. Mars is proud to be one of the few companies not advertising to children under 12 years of age at all.</p> <p><a href="http://www.mars.com/global/assets/documents/mmc_handbook.pdf">http://www.mars.com/global/assets/documents/mmc_handbook.pdf</a></p>	<p>The new and improved Mars Marketing Code (MMC) reconfirms the core principles and expands focus beyond marketing to children, to encompass Mars' wider activities to encourage our consumers to lead healthy and active lifestyles. All Mars websites became 100% compliant with the MMC 3.0 by end 2014. In 2015:</p> <ul style="list-style-type: none"> <li>• <b>Mars Marketing Code 3.0 was launched to the Sales community</b> and continued to be deployed in the Marketing community (over 5,000 associates in total).</li> <li>• <b>Compliance rate with the MMC</b> maintained above 97% for Europe. According to the Accenture report, the non-compliance rate for the daytime (6:00–20:59) spots with at least 1 group is of 1.5% for the spots on restricted products with children profile &gt; 25%, for all monitored countries.</li> <li>• <b>Benchmarking research</b> and consultation of external advisors to future-proof the commitments. New commitments are being developed and discussed by the business with a view to add them to the Marketing Code in 2016/17.</li> <li>• <b>Mars is a signatory to over 50 national self-regulatory pledges</b> globally (7 in Europe: Belgium, Portugal, Hungary, Romania, Netherlands, and a broadcasters' pledge in Poland) and actively engages to create new pledges (e.g. Bulgaria). Mars actively encourages industry to strengthen their pledges (e.g. new commitments for IFBA and the EU pledge).</li> <li>• <b>Development of the MMC eLearning &amp; face-to-face training modules.</b> All associates were trained globally in 2015. Mars continued to roll out the new MMC Driving Licence test (Associate certification tool), including a translation into seven languages. All 10,000 associates and all external agency staff are required to renew it on an annual basis.</li> </ul>

<p><b>MARS</b></p>		<ul style="list-style-type: none"> <li>• Mars is in the process of rolling out a <b>new Digital Agency Certification</b> tool globally (certifying digital agencies to MMC standards) and will be reporting on compliance in the following year.</li> <li>• <b>Strengthening the Global Ambassador deployment group</b> that leads regional Code deployment, training and expertise sharing: 9 associates representing all regions (Latin America, North America, UK, Europe, Multisales, Russian and CIS, META, Asia Pacific, Australia). The ambassadors met quarterly and contributed to a common library of case studies on our marketing commitments and provided guidance on borderline cases. Specific training was delivered in META to support the region.</li> <li>• Mars developed and deployed globally new <b>brand character guidelines</b> which govern their responsible use. Webinars are run to train all Marketers connected with the M&amp;M's brand to launch the new Character Guidelines and a comprehensive toolkit was deployed to all agency staff, marketing, and Corporate Affairs associates.</li> </ul> <p><b>Compliance statistics for 2015:</b></p> <p><u>Internal metrics:</u></p> <ul style="list-style-type: none"> <li>• 99% of TV advertising compliant with 25% audience threshold measure*.</li> <li>• Over 4,000 MMC driving licenses awarded.</li> <li>• Over 3000 completed eLearning (launch in the middle of 2015).</li> <li>• 7 additional languages for Sales launch in 2015.</li> </ul> <p><u>External metrics:</u></p> <ul style="list-style-type: none"> <li>• 97.4% of TV advertising compliant with 25% audience threshold (EU Pledge)**.</li> <li>• 100% of company owned websites compliant with EU Pledge***.</li> </ul> <p style="text-align: right;">* Starcom data, Ireland, UK, Spain, China, New Zealand, Russia. **Accenture *** EASA</p> <p><b>Encouraging peers to follow responsible marketing standards:</b></p> <p>As a principle-based company with a marketing commitment since 2007, the EU Platform has given Mars the opportunity and a forum to encourage industry peers to follow the same responsible marketing standards.</p> <p><b>Synergies with other industries: Nudging for good</b></p> <p>Under the umbrella of the European Brands Association (AIM), Mars worked with other companies to develop a toolkit demonstrating how to nudge consumers to make healthier lifestyle choices.</p>
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<p><b>MONDELĚZ INTERNATIONAL</b></p>	<p>At Mondelez International, we do not believe in marketing directly to children under 12 years of age. Our all-family marketing is directed to the gatekeeper (adults, parents, guardians), as well as people age 12 and older, who we empower with information and product choices to make mindful snacking decisions.</p> <p>Mondelez is one of the founders of the EU Pledge, which has served as a basis for local policies in many individual countries, providing tools and guidance for smaller companies that don't have the resources to build internal policies on this topic</p>	<p><b><u>Mondelez Marketing to Children Policy:</u></b></p> <ul style="list-style-type: none"> <li>• Ensures direct advertising targeted to gatekeepers (adults, parents, guardians) who make purchase decisions, as well as people age 12 and older.</li> <li>• Restricts promotional tie-ins to licensed characters and movies rated PG and above for products that do not meet specific nutrition criteria; and only offer premiums/toys that appeal to children age 12 and older.</li> <li>• Prohibits all advertising and any type of commercial messaging or in-school marketing in primary and secondary schools.</li> <li>• Prohibits all marketing activities and techniques, including promotions, use of licensed characters, and premiums that appeal to children under 6 (pre-school children).</li> </ul>
<p><b>NESTLÉ</b></p>	<p>Market to children only choices that help them achieve a nutritious diet</p> <p>Part of being a leading Nutrition, Health and Wellness company means that all Nestlé products are marketed responsibly. The updated Nestlé Marketing Communication to Children Policy strengthens our commitment to responsible advertising and marketing. We apply the shared EU Pledge Nutritional Criteria as a minimum; and where local or regionally agreed pledges criteria are stricter, they are applied.</p> <p>We are committed to continuing to raise awareness on all criteria for marketing to children across our organisation, and have developed a tailor-made web-based tool to embed understanding of our policy among our marketers and external agency partners.</p> <p>We also work with our industry partners to establish pledges on marketing to children in particular, in countries where there is no self-regulation or regulation of advertising. In 2016, new pledges were established and strengthened in many countries, and these industry commitments now extend to 51 countries.</p>	<p>In total, 217 142 Nestlé television spots were analysed by Accenture in 2016 as part of this third-party auditing process, and our overall compliance rate was 98.3%.</p> <p>In addition, 18 Nestlé websites were reviewed by the European Advertising Standards Alliance (EASA), and 100% were compliant with the EU Pledge commitment.</p>

## PROMOTION OF HEALTHY LIFESTYLES

Company/ Association	Description	Impact
<p><b>AIDEPI - ASSOCIAZIONE DELLE INDUSTRIE DEL DOLCE E DELLA PASTA ITALIANE</b></p> <p><i>Italy</i></p>	<ul style="list-style-type: none"> <li>On 2011/2012 Federalimentare, food sector associations (among which AIDEPI) and the Ministry of Education signed an agreement for developing a school education program on food and nutrition called <b>“Scuola e Cibo” (School and Food program)</b>. The role of food sector associations had been to train teachers providing information and useful toolkits on the correct lifestyle. In July 2016 the agreement had been renewed for the triennium 2016-2019 in relation to issues of primary importance for the Italian food industry among which the nutrition education, combined with adequate physical activity, as the only way to deal with the phenomena of overweight and obesity.</li> <li>The Federalimentare annual initiative, called <b>“Apertamente”</b> (companies open their factories to consumers), was held on 17-26 November 2012. Within the program <b>“Scuola e Cibo”</b>, the 2012 edition was dedicated to education – <b>“Il Gusto fa Scuola”</b>). Through company visits we offer to schools a trip around the Italian food industry production to discover the commitments of our companies to health education. Eight AIDEPI members took part in the initiative this year.</li> <li>An AIDEPI <i>ad hoc</i> group representative of major manufacturers (85% of the market) of <b>merendine</b> has been working since 2001 on the <b>website</b> <a href="http://www.merendineitaliane.it/">http://www.merendineitaliane.it/</a> with the aim to promote knowledge and correct consumption of this product within a healthy lifestyle. The website contains science-based information, reviewed and endorsed by a Scientific Board made up by 12 experts in different fields (psychologists, pedagogists, paediatricians, sport doctors). Specific sections, targeted to children, stimulating physical activity are also included.</li> <li>A communication campaign called <b>“lo comincio bene” (I start well)</b> is ongoing as of 2013. All the AIDEPI sectors that are usually consumed for <i>Italian-style</i> breakfast are promoted. The campaign includes events with important endorsers (nutritionists, psychologist, etc.), several media tools such as a blog and Facebook, press release and media content disseminated throughout the year to maintain high attention on breakfast topics. In May 2014 the <b>Observatory AIDEPI-DOXA on breakfast</b> was launched, which communicates trends related to the Italian Breakfast. (DOXA is one of the biggest Italian society of market research and analysis.)</li> </ul>	<p>During the 2011-2012 school year, the Programme involved 15 primary schools in Milan, Rome and Catania as a pilot. In the school year 2012-2013, the programme involved over 77,000 classes of secondary schools and about 1.6 million students and their families.</p> <p>More than 8,500,000 page views</p> <p>More than 20,000 “likes” on Facebook</p>
<p><b>BDSI - ASSOCIATION OF THE GERMAN CONFECTIONERY</b></p>	<ul style="list-style-type: none"> <li>The BDSI is active in the <a href="#">German Platform on Diet and Physical Activity</a> (peb). peb has adopted an integrated approach to preventing overweight. It brings together key stakeholders from the world of politics, industry, sports, parents, doctors and trade unions. Its activities are based on scientific knowledge and dialogue. peb develops</li> </ul>	

<b>INDUSTRY</b> <i>Germany</i>	<p>action-oriented solutions and supports projects on the ground.</p> <ul style="list-style-type: none"> <li>For almost 25 years the BDSI has been working together with scientific experts from various fields within the scope of its scientific PR work: the BDSI publishes a broad range of information materials for consumers, nutrition consultants, and other interested groups. <a href="http://www.bdsi.de/">http://www.bdsi.de/</a></li> <li>The BDSI has developed a comprehensive collection of information material containing relevant documents and articles on lifestyle and health for its member companies. This collection is broadened continuously.</li> </ul>	
<b>FEVIA - NATIONAL FOOD AND DRINK INDUSTRY FEDERATION</b> <i>Belgium</i>	<p><b>JOBFIT KMO</b> project (2012-2014) to promote healthy lifestyle to employees of the food industry (in Flanders); 21 companies participated.</p> <p>Online tool available on <a href="http://www.jobfitkmo.be">www.jobfitkmo.be</a> to start health promotion at the workplace.</p>	
<b>L'ALLIANCE 7</b> <i>France</i>	<p>L'ALLIANCE 7 developed deontology charters for the different sectors, with the objective to promote reasonable consumption</p>	<p>2004 – Confectionery</p> <p>2007 - Chocolate</p> <p>2009 – Fine bakery wares</p>
<b>HUNBISCO - ASSOCIATION OF HUNGARIAN CONFECTIONERY MANUFACTURERS</b> <i>Hungary</i>	<p>We are working together with a private-public organization, <a href="#">TÉT Platform</a>, to encourage and organize different activities that promote healthy lifestyle and physical activity.</p>	
<b>POLBISCO - ASSOCIATION OF POLISH CHOCOLATE AND CONFECTIONERY PRODUCERS</b> <i>Poland</i>	<p>Polbisco decided that in Poland, the Polish Federation of Food Industry (PFFI) should be active in the EU Platform on Diet, Physical Activity and Health.</p> <p>PFFI runs together with the Polish authorities the educational programme “Trzymaj formę” (“Keep fit”) – a nation-wide information/teaching programme aimed at school children aged 13-17. A key element of the programme is education and promotion of physical activity and rules of balanced diet among school children aged 13-17.</p> <p>Additionally some of Polbisco member companies promote healthy lifestyle by supporting physical activity on local level.</p>	
<b>PRODULCE</b> <i>Spain</i>	<ul style="list-style-type: none"> <li><b>PRODULCE made a catalogue which compiles examples of actions of the member companies</b>, in relation to: <ul style="list-style-type: none"> <li>Product composition (portion reduction, reduction/substitution of nutrients).</li> <li>Launch of new products with improved profile.</li> </ul> </li> </ul>	<p>The catalogue was published (with other catalogues of other sectors) in a document of the Spanish Federation of Food and Drinks Industries named “Food and health: Commitment of the Spanish Food and Drinks Industry” <a href="http://www.fiab.es/archivos/documentoAutor/documentoautor_20120717224819.pdf">http://www.fiab.es/archivos/documentoAutor/documentoautor_20120717224819.pdf</a></p>

	<ul style="list-style-type: none"> <li>○ Marketing and advertising (internal and external campaigns promoting a healthy lifestyle, sponsoring of sport activities).</li> <li>● <b>PRODULCE has participated and backed since its beginnings the Strategy for Nutrition, Physical Activity and the Prevention of Obesity (NAOS Strategy).</b> The NAOS Strategy was set up by the Spanish Ministry of Health and Consumer Affairs, through the Spanish Agency for Consumer, Food Safety and Nutrition (AECOSAN), with the aim of making the population more aware of the problems obesity brings to health, and of promoting any initiatives that help to encourage citizens, particularly children and young people, to adopt healthy lifestyles, mainly through healthy diets and regular physical activity.</li> </ul> <p><a href="http://www.aecosan.msssi.gob.es/AECOSAN/web/subhomes/nutricion/aecosan_nutricion.shtml">http://www.aecosan.msssi.gob.es/AECOSAN/web/subhomes/nutricion/aecosan_nutricion.shtml</a></p> <p>One of the measures proposed by the NAOS Strategy, in order to analyse constantly the prevalence of obesity in the Spanish population, especially in children and young people, and measure the progress obtained in prevention, was to create the Observatory of Obesity. The food industry is also participating actively in the Observatory of Obesity, A complete overview on the AECOSAN's web (only in Spanish) with all the tools they are managing (monitoring indicators, studies, etc) is available.</p> <p><a href="http://www.aecosan.msssi.gob.es/AECOSAN/web/nutricion/seccion/observatorio.htm">http://www.aecosan.msssi.gob.es/AECOSAN/web/nutricion/seccion/observatorio.htm</a></p> <p><b>Plan HAVISIA</b></p> <p>Spanish Food Federation and the Health Ministry launched a campaign called "Habitos de vida saludable" (<a href="http://www.habitosdevidasaludables.com/home.php">http://www.habitosdevidasaludables.com/home.php</a>) to promote healthy lifestyles. Companies that subscribe to this campaign had to include messages related to healthy lifestyle in TV advertisements.</p> <p><b>Decalogue on Healthy lifestyle (Ongoing)</b></p> <p>Food&amp;Drink Spanish Federation launched a Decalogue of healthy lifestyles and is communicating it on TV adverts, with the collaboration of the Administration and other stakeholders (videogame manufacturers, sports clothing manufacturers, etc.)</p>	<p>The NAOS Strategy aims to serve as a platform for any actions, which help to meet this objective, by joining forces with, and with the widest possible participation of, all components of society: Public Administrations, experts in the field, private-sector businesses, consumers and the whole population.</p> <p>The NAOS Strategy has placed Spain in a notable position thanks to major dynamic efforts in meeting the challenge of counteracting the obesity epidemic. This was recognised by the European regional office of the World Health Organisation, when, during the Ministerial Conference held in Istanbul in November 2006, the NAOS Strategy was awarded a prize for the way in which it tackled collaboration between public administrations and private social agents. The European Union has also repeatedly invited the Ministry and the Spanish Agency for Food Safety and Nutrition to speak at its various forums and explain their experiences in the development of the Strategy.</p> <p>The majority of PRODULCE companies that makes TV advertising subscribe to the Code and include in their advertisements good tips related to nutrition and health.</p>
<p><b>VBZ - ASSOCIATION OF THE BAKERY AND CONFECTIONERY INDUSTRIES</b></p> <p><i>The Netherlands</i></p>	<ul style="list-style-type: none"> <li>● VBZ and the FNLI support <b>JOGG</b> (Jongeren Op Gezond Gewicht): a movement where everyone in towns and villages commit to make healthy eating and physical activity easy and attractive for children and teens. It's a similar approach as the French Epode program. In 2014 there were 75 JOGG towns and villages in the Netherlands and this number is still growing.</li> <li>● <b>Covenant Gezond Gewicht:</b> a unique partnership of 27 parties including local governments, business and civil society organizations.</li> </ul>	
<p><b>BARILLA</b></p>	<p><b>Mulino Bianco Tour from 2009 is the food education project</b> to inform and make people in Italy aware of proper and healthy eating, in collaboration with external experts.</p> <p><b>Giocampus project:</b> The scope is to promote wellbeing culture and healthy lifestyle for</p>	<p><b>Mulino Bianco Tour:</b> more than 220,000 people, 50,000 children and more than 30 cities/year involved. Books on "Italian Breakfast" and "Buona Merenda" with indications, nutritional facts, suggestion of consumption.</p>

	children and their families (nutrition and physical activities) in Parma by a public-private alliance and is a combination of intervention at primary school and summer campus in the holidays time.	<p><b>Giocampus school:</b> more than 28 primary schools, for more than 325 classes and 7,500 children.</p> <p><b>Giocampus summer:</b> more than 3,500 participants, more than 20 physical activities, games and expressive works (vegetable gardens and taste laboratory).</p>
<b>BARRY CALLEBAUT</b>	We mention this in interviews and communication towards our customers, different stakeholders and media.	Decision at customer level
<b>FERRERO</b>	<p><b>Kinder+Sport (K+S)</b> is a proactive global project and constitutes a pillar of the corporate social responsibility strategy of the Ferrero Group. K+S focuses on the promotion of active lifestyles among young generations, inspiring dynamic practices as a fundamental part of their daily life. It operates to help convey positive habits towards children through multidisciplinary activities specifically designed for kids and teens and encouraging children to experience the joyful side of physical activity (no pure competition), thereby preventing dropouts.</p> <p>Kinder+Sport has an <b>important partnership with the International School Sport Federation (ISF)</b>, which gathers 40 million young people all over the world.</p> <p>Since 2008, Ferrero is supporting the project “<b>Minivolley FiPAV-Kinder+Sport</b>” as well as the <b>scientific monitoring research</b> associated with it, carried out since 2008 by the Turin Sport <b>Institute of Medicine (IMSTO)</b>.</p> <p><b>EPODE</b></p> <p>EPODE (Ensemble, Prévenons l’Obésité Des Enfants) is a multi-stakeholder, capacity-building approach which allows communities to implement strategies to prevent childhood obesity by acting on the behaviour of the whole family, changing its <b><u>environment and social norms</u></b>.</p>	<p><b>Kinder+Sport is present</b> in several European countries, involving children in 21 different sport disciplines. In 2016, over 400,000 pieces of sport materials and around 2.4 million units of sport technical kits were distributed.. It collaborates with three National Olympic Committees (CONI Italy, DOSB Germany, COC Croatia), as well as with 40 Sport Federations and Associations. This cooperation ensures quality, global projects’ dissemination, multidisciplinary approach and technical expertise.</p> <p>Kinder+Sport also carries out activities among the most vulnerable groups of the population, thus helping to reduce health inequalities. For example:</p> <ul style="list-style-type: none"> <li>• “Le Village Kinder”– Temple-Sur-Lot, France.</li> </ul> <p>For six weeks every summer, Le Village Kinder in Temple-Sur-Lot hosts nearly a thousand children, coming from vulnerable families helped by the French Association Secours populaire, in a seven hectares area entirely dedicated to sports activities. Here all the participants can get closer to sport thanks to regular visits of international athletes and to the presence of more than 80 qualified staff. The aim of the project is to let every children play while developing important life skills, representing perfectly what joy of moving stands for.</p> <p>In 2016, 3 instructors from Italy formed local trainers on the methodology and its application.</p> <p>The activities of the local community-based intervention programs in 2016 were the following:</p> <p>THE NETHERLANDS –JOGG</p> <p>A new campaign was launched in March: “Vegetables...put your teeth in them”.</p> <p>In 2016, Ferrero became partner of the Familieloop, part of the annual local</p>

<p><b>FERRERO</b></p>	<p>At national level, Ferrero supports the community-based programs active in Belgium (VIASANO), France, (VIF), The Netherlands (JOGG), which are all based on applying the EPODE methodology.</p> <p>In 2016, Ferrero continued to support local programs based on the EPODE methodology in the following 3 European Countries:</p> <ul style="list-style-type: none"> <li>• France : program « Vivons en forme » (VIF). In 2016, the program focused on the theme “sleep and well-being” with the objectives of training teachers, nurses, project managers, while at the same time developing tools to communicate on those themes to children in schools.</li> <li>• Belgium: program VIASANO. In 2016, the program’s objective was to facilitate the healthy choice for families in order to prevent childhood obesity.</li> <li>• The Netherlands: program JOGG. Its objective is to help municipalities and local stakeholders to raise awareness with regards to nutrition, sports and exercise.</li> </ul>	<p>running event Bredase Singelloop. Ferrero Netherlands used this platform to launch, in collaboration with local partners (Municipality of Breda, professional soccer club NAC, Stichting Bredase Singelloop and Jeugd sportfond), the project ‘JOGG Mee Met NAC’, aiming at stimulating families living inside the Breda focus districts to take part in the Family Run. Participating families followed an 8-week training program led by a professional trainer.</p> <p>Belgium –VIASANO</p> <p>A total of 35 meetings with towns and local project managers were held.</p> <p>A new campaign called “smart eating” was launched in April 2016. The campaign aimed at combing a balanced diet, pleasure and low budget. In addition, three new projects have been implemented (they will be finalized and disseminated in 2017):</p> <ul style="list-style-type: none"> <li>• Workshops “everyday cooking “: Train-the-trainer to organize local cooking workshop (Mons, December).</li> <li>• Food workshops in schools: Train-the-trainer to organize pedagogical workshops in primary school (October).</li> <li>• ‘Brain breaks’ in the classrooms: presentation in Mouscron (October).</li> </ul> <p>VIASANO prepared a campaign aiming at families with toddlers. In particular:</p> <ul style="list-style-type: none"> <li>• 10 interviews of nurseries’ directors have been conducted from September to December, to define details of the target groups (i.e. age of children) and the messaging for parents;</li> <li>• 3 trainings on the needs of toddlers (presentation from a paediatric dietician) were organized in December with local projects managers.</li> </ul> <p>The campaign will be further developed and disseminated in 2017.</p> <p>France –VIF (vivons en forme)</p> <p>The following activities focused on the 2016 theme “sleep and well-being” were organized:</p> <ul style="list-style-type: none"> <li>• 3 workshops on the right behaviors to adopt in order to sleep well and feel in good shape;</li> <li>• Workshops and exercises on relaxation, breathing techniques, and tools to encourage body feelings awareness;</li> <li>• Creation of a book with all the tips and explanatory sheets of the</li> </ul>
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		<p>workshops;</p> <ul style="list-style-type: none"> <li>• Creation of leaflets to take home.</li> </ul> <p>Other activities included:</p> <ul style="list-style-type: none"> <li>• Creation of gardens;</li> <li>• Activities to promote home cooking with low budget and on how to get affordable fresh and seasonal products;</li> <li>• Encourage inter-generational family meetings;</li> <li>• Activities to sensitize children to the issue of food waste in school canteens;</li> <li>• Organization of outdoor activities for families and sport events.</li> </ul> <p>Over 60 trainings reaching 835 local actors were organized.</p>
<p><b>MARS</b></p>	<p><b><u>Supporting the EPODE EUROPEAN NETWORK and the EPODE for HEALTH EQUITY in EUROPE:</u></b></p> <p>The <b>EPODE</b> initiative, developed in France in 1992 currently extends to 293 European towns: 226 in France (EPODE programme), 38 in Spain (THAO programme), 16 in Belgium (VIASANO programme), 13 in Greece (PAIDEIATROFI programme + Romania, Bulgaria, Netherlands, Portugal, etc.) and involves over 4 million inhabitants. The model consists of concrete initiatives, at both national and local levels, that foster better and more balanced eating habits and greater physical activity in everyday life.</p> <p>Mars supported this community-based intervention programme with particular attention to the reduction of health inequalities linked to diet and physical activity to empower coordinators to develop such initiatives like the EPHE project in European Member States and help them improve their interventions/actions.</p>	<p>Since June 2007 Mars has been financially supporting the activities of the EPODE European Network (EEN), now known as “EPODE for the Promotion of Health Equity” (EPHE).</p> <p>Following the encouraging results from the French EPODE pilot towns (the prevalence of overweight including obesity in children aged 5 to 12 decreased between 2005 and 2009 (from 20.6% to 18.8%, <math>P &lt; 0.0001</math>), the VIASANO Belgian programme’s evaluation has the same trend in 2012. Between 2007 and 2010 the prevalence of overweight for level 1 and level 2 combined (3 to 5 years old) decreased for the towns of Mouscron and Marche-en-Famenne from 9.46% to 7.41%. This change in prevalence of overweight was nearly significant (<math>p = 0.05</math>). There were differences for changes in prevalence between the school years 2007 and 2010 for the pilot towns in comparison to the control population. The changes in prevalence of overweight were -2.05% for the pilot towns versus +0.04% in the control population.</p> <p>In 2015, EPODE for the Promotion of Health Equity” (EPHE) project pursued the following objectives:</p> <ul style="list-style-type: none"> <li>• <b>Strengthen data collection through stakeholders’ outreach and awareness raising.</b></li> <li>• <b>Implementation of the final evaluation</b> to assess health inequalities in four aspects (water, fruits and vegetables, physical activity and sleep) two years after the baseline measurements. A total of 1062 children and their families were followed-up in the EPHE final survey.</li> <li>• Writing a research report and several scientific papers for publication. Promoting health equity in European children: design and methodology of</li> </ul>

<p><b>MARS</b></p>		<p>the prospective EPHE (Ecode for the Promotion of Health Equity) evaluation study (BMC Public Health 2014, 14 (1):303).</p> <p><b>Under review:</b></p> <ul style="list-style-type: none"> <li>• Inequalities in energy balance related behaviors and family environmental determinants in European children: Baseline results of the prospective EPHE evaluation study (BMC Public Health).</li> <li>• Focusing on low income/low social class families for the prevention of obesity in children and adolescents. A systematic review of energy-balance related behaviors intervention (International Journal of Obesity)</li> <li>• Food insecurity is associated with nutrition and sedentary behaviours of children: results from the EPHE Project in Portugal (Public Health Nutrition).</li> </ul> <p>All publications are free to access on the journal website and will be made available upon acceptance on the EPHE website.</p> <ul style="list-style-type: none"> <li>• <b>Organization of international conferences and other events to promote the project and EPODE methodology.</b> EPHE project was presented at 30 European and world events in 2015 with several additional occasions to represent the project by means of posters and other documents.</li> <li>• <b>Organization of the closing event.</b> The closing meeting event was organized successfully in Brussels on 25th September 2015, involving 120 participants from 22 countries.</li> <li>• <b>Publication of the book "EPODE FOR THE PROMOTION OF HEALTH EQUITY"</b> (December 2015, ed. Lavoisier, 216 pages, 1000 ex.)</li> <li>• <b>Dissemination activities during and after the project:</b> This includes a website (www.epestory.eu), newsletters monthly to 5000 contacts, press relations - more than 250 press clippings were gathered, 51 filmed interviews and a dedicated Youtube channel were created; Twitter; infographics</li> </ul>
	<p>Between 2007 and 2012 the <b>Mars Central European Wellness Programme</b> was developed for Mars associates and their families. It aims to promote and facilitate changes in lifestyles with a focus on three main areas: self-awareness, nutrition &amp; balanced diet and physical activity. This type of programme will be extended globally.</p>	<p>Mars Central Europe wellness programme: 50 % of the total workforce from MARS Central Europe and 150 associates from other involved regions took the Health Risk Assessment; 180 associates and their 150 family members used the system for sport activities; 2,500 associates and their family members used other forms of financial support to engage in sports activities; Over 2,000 hours were spent on various fitness activities in the office; Over 110 associates consulted the nutritionist put at their disposal; 3,300 employees and their families participated in the Associate Family events. Surprisingly the absenteeism dropped, from near 5% in 2008 to 3.15 % (12,2011) despite the fact that our workforce is getting older and in this case the opposite trend is expected.</p>
	<p><b>Mars Smart choice</b> programme for vending in education (<u>Belgium</u>): It is clear that since 2005 Mars continuously built further on this strong programme.</p>	<p>The Smart Choice Program remains a long-term commitment dating from 2005 that is run mainly in secondary schools and targets students between 12 and 18 years of age. The purpose of this programme is to continue promoting a</p>



<p><b>MARS</b></p>	<p>It is an established part of Mars long-term engagement to educate how to snack healthily. We focus on strengthening continuous dialogue with school decision-makers in order to promote responsible snacking and sports as top priority.</p>	<p>healthy, balanced lifestyle and encourage sports and in particular <u>in 2015</u>:</p> <ul style="list-style-type: none"> <li>• Mars has maintained 100% participation rate of the schools involved since the launch in 2005 (500 schools). We held 1-2 quarterly meetings with the schools headmasters. Our technical team members (three persons) supported the schools for all interventions required.</li> <li>• We have worked on new communication materials : <ul style="list-style-type: none"> <li>○ Beside Mars websites on healthy lifestyle available in both national languages: <a href="http://www.hoeveelzoetisgoed.be">www.hoeveelzoetisgoed.be</a> , <a href="http://www.questionsfriandises.be">www.questionsfriandises.be</a>, a new internet platform was developed to include all nutritional communications (trust box) where a minimum of 15 technical sheets on our product portfolio are updated.</li> <li>○ Creation of digitally available communication leaflets about balanced diets and healthy lifestyle.</li> <li>○ Information on our product portfolio via nutrition sheets, stickers on all Mars vending machines explaining GDA labelling (Guideline Daily Amounts)</li> </ul> </li> <li>• Mars rewarded 500 schools that took part or are going to take part in more sport initiatives by giving them "sport points" in exchange for which they can then “buy” sport equipment.</li> <li>• Mars provided more space in Mars vending machine for alternative snacks: <ul style="list-style-type: none"> <li>○ 50% of the total space in vending machines with a large interface, and</li> <li>○ 30% of the total space in the vending machines with no glass interface (‘closed’ machines).</li> <li>○ Introduction of one smaller bar (significant weight reduction) below 250 Kcal per portion on all ranges, Maltesers Teasers. Prohibition of large packs, “plus” packs or other volume driven packaging in vending machines in schools.</li> </ul> </li> </ul>
	<p>Supporting research and communication on physical activity (see details beside).</p>	<p>Since the beginning of the sixties, Mars Inc. has promoted the role of physical activity in view of a healthy lifestyle. It was evident to Mars Inc. that it should become the founding sponsor of the European College of Sport Science (ECSS) and to create the Young Investigators Award since the first Congress in Nice, France in 1996. The top 10 candidates for each category (10 for oral presentation and 10 for poster) were awarded during 18 years.</p>
	<p><b>Bielice run Young Europeans Run, Poland:</b> Mars supported the project Youth Olympic Run from its very beginnings in 1994. This event is part of Mars corporate social responsibility. Mars will continue supporting this event. One of its objectives is to educate</p>	<p>Every year Bielice Run involves more than 2000 children and teenagers, with at least 200 disabled children from the area of Sochaczew, thanks to 40 adult volunteers (plus 50 parents and carers of disabled children) involved in the</p>

<p><b>MARS</b></p>	<p>and motivate disabled children to engage in physical activities as much as their abilities allow them and to act as a catalyst for helping members of the community join forces to bring positive developments in the area and also help build a sport spirit amongst children.</p>	<p>process of organising the run and 14 different outdoor activities for the children, as well as a mini-marathon (4,219.5m for runners beyond 16 years of age). This run promotes the Olympic spirit among youth.</p> <p>The Bielice Run event is an example of multisectoral cooperation among private and public actors, joining efforts to encourage children to be physically active.</p> <p>Mars, as co-creator of the event, actively supports, through financial and logistical aid, the Bielice Run, which attracts more than 2000 children every year. Mars focused on encouraging socialization and recreation through sports participation, showing children that it is possible to be active without the need to spend much in sport equipment.</p> <p>67,050 children took part so far in the Bielice Run. This figure shows that Mars' goal to help children to engage in physical activity has been achieved. This was confirmed in the survey (24% returns). 100% of answers confirmed that, in addition to the participation of youth, the most important elements were: better physical condition, increased regular, daily exercise and a better understanding of what regular exercise means in a person's life. Mars supports more than 100 sport events in the region. In this regard, the popularity and positive feedback of the Bielice Run is shown by the fact that participants of other sport events, not necessarily related to running, often choose to wear their t-shirts from past Bielice Olympic Youth Run events.</p> <p>The preparation to Bielice Run by each child requires at least 24 x 1.5 hour training sessions (cardio and muscular) over an 8-week period, so prior to the event each participant performs at least 36 hours of training.</p>
	<p><b><u>CleverNaschen/LALE/EKIP Germany</u></b></p> <p>Clever Naschen has as a purpose to reduce health inequalities among some of the most vulnerable groups of the population through initiatives that aim at reducing barriers to healthy diets and physical activity.</p>	<p>In 2015 "Clever Naschen" pursued the following objectives:</p> <ul style="list-style-type: none"> <li>• Supporting obesity prevention in high-risk groups: <ul style="list-style-type: none"> <li>○ Develop a course manual certified by health authorities to promote the Turkish initiative for North Rhine-Westphalia (LALE) in cooperation with the Ministry for Consumer Protection, the Ministry of Health, the consumer advice centre North Rhine-Westphalia and other partners. LALE aims to improve access to better health education for families with a (Turkish) migration background. Deliver at least three training certificates about the benefits of an active and healthy lifestyle.</li> <li>○ Bring to life, through a minimum of three events, one newsletter and one dedicated website the new initiative "ekip" under the patronage of the Federal Government Commissioner for Migration, Refugees and Integration, with the support of credible partners, to provide an example at national level of best practice and knowledge sharing to</li> </ul> </li> </ul>

		<p>improve obesity prevention in families with migration background. Research shows that in Germany children and adolescents with a migration background suffer more from overweight and obesity than children and adolescents without migration background.</p> <ul style="list-style-type: none"> <li>○ Establishing a network of a minimum 25 relevant players in the field of obesity prevention to encourage knowledge transfer and best practice sharing of existing projects in view of the obesity debate in Germany.</li> <li>● Offering to families all over Germany information on nutrition and a healthy and active lifestyle - easily accessible and comprehensive by managing and promoting the website <a href="http://www.clever-naschen.de">www.clever-naschen.de</a>.</li> <li>● Encouraging physical activity amongst the local migrant community by 10 coaches training women with migrant background in cooperation with District Sports Association Viersen.</li> <li>● Dedicating at least six activities focused on health and nutrition for MARS associates as well as enabling them to act as “Clever Naschen” ambassadors.</li> </ul>
<p><b>MONDELĒZ INTERNATIONAL</b></p>	<p>Mondelēz International is committed to creating a working environment that encourages and supports employees in their efforts to lead a balanced, active and healthy lifestyle. Each business unit has a programme in place that promotes employee wellbeing initiatives. The Human Resources department and Healthy Living Manager lead on the development and implementation of the Employee Wellbeing programme, in conjunction with other departments. The key objectives of the initiative are to:</p> <ul style="list-style-type: none"> <li>● Encourage Mondelēz International employees to adopt a healthy lifestyle by: <ul style="list-style-type: none"> <li>○ Providing employees with information and education to help build or support a balanced, active and healthy lifestyle (employee emails, intra-net, nutrition and health seminars, cookery demonstrations, and providing nutritious options in the canteen).</li> <li>○ Supporting the promotion of activities that encourage employees to be healthy and more active at work.</li> </ul> </li> <li>● Offering a large spectrum of education, nutrition, sport and community activities, such as running and biking groups, personal trainers, free gym, studio activities, yoga, dancing, boxing, singing, stress management sessions, ergonomic awareness assistance and mother seasonal events.</li> </ul>	

<p><b>NESTLÉ</b></p>	<ul style="list-style-type: none"> <li>We aim to help children understand the role that nutrition plays in their lives, balancing good nutrition with an active lifestyle. The <a href="#">Nestlé Healthy Kids Global Programme</a> focuses on nutrition education and physical activity, providing information on balanced diets, positive approaches to food and practical advice on improving eating habits.</li> <li>We are an active partner in the <a href="#">EPODE International Network</a>, a programme that provides family and social-centric solutions rather than placing the onus on individuals. It aims to positively influence lifestyles, without the stigma of obesity or any particular foods.</li> </ul>	<p>By the end of 2015, Nestlé was working with 285 partners across 80 countries to deliver the Nestlé Healthy Kids Global Programme to over 8 million children. Dedicated to empowering teachers and children with nutrition education and promoting healthy lifestyles in the school environment through authorities and expert groups.</p> <p>We are maintaining the existing <i>Nestlé Healthy Kids</i> global programmes, while measuring their impact on children based on five globally defined goals: eat nutritious and diverse meals; manage portions; choose water; play and be active; and maintain good hygiene habits.</p> <p>We are supporting 50 million children through our nutrition education and behaviour change programmes</p> <p>We are partnering with retailers and food professionals to foster environments that promote healthier diets and lifestyles.</p> <p>The Nestlé Healthy Kids Global Programme has forged a new partnership with EuropeActive, which represents the European health and fitness sector. The NGO ran the second annual Action Learning for Children in School project across 10 countries. With community-based sport and fitness centres cooperating with schools, more than 20 000 children benefited from the four-week programme.</p> <p>We have partnered with the Ministry of Education in Jamaica, to foster healthier behaviours in children.</p> <p>8.3 million children reached worldwide through the Nestlé Healthy Kids Programme.</p> <p>84 countries in which the Nestlé Healthy Kids Programme is active</p> <p>311 active partnerships in the Nestlé Healthy Kids Programme</p>
	<ul style="list-style-type: none"> <li>We care about our own people and we aim to provide training and education that has a positive influence on their day-to-day activities. We provide engaging nutrition training that is based on the most up-to-date public health priorities, called Nutrition Quotient (NQ), to all Nestlé employees – regardless of their worksite and working conditions. Our aim is to help our people make informed decisions about their own nutrition, the nutrition of their family and, if it is their role, the nutrition of consumers.</li> <li>Engaging employees with nutrition We make Nutrition Quotient (NQ) training, based on the most up-to-date public health priorities, available to all Nestlé employees, regardless of their work site and working conditions. The programme seeks to ensure our employees have a good understanding of nutrition and it empowers them to use this knowledge in daily life – at work and at home. The training has progressive levels covering subjects such as nutrients and food groups.</li> </ul>	<p>92% of our markets have embedded the NQ Foundation Module into their orientation programme for new employees.</p> <p>We have embeded Nutrition Quotient (NQ) training into the new employee orientation programme at all our work sites.</p>

OTHER		
Company/ Association	Description	Impact
<b>FEVIA - NATIONAL FOOD AND DRINK INDUSTRY FEDERATION</b>  <i>Belgium</i>	<b>Research</b>  Partner in the Reward-project ( <a href="http://www.rewardstudy.be/">http://www.rewardstudy.be/</a> ).	
<b>L'ALLIANCE 7</b>  <i>France</i>	<b>Research</b> <ul style="list-style-type: none"> <li>• L'ALLIANCE 7 contributes to the work of the Diets and Health Fund, implementing actions to inform public authorities and economic actors on food (since 2009), including with regard to research, behaviour, etc.</li> <li>• Study on taste and nutrition: Estimate the impact of reformulation and the impact of claims on consumer preference (Dec 2012).</li> <li>• Participation (fine bakery wares) in an OQALI study about consumers' behaviour (aptitude to pay) in relation with ingredients used (Dec 2012).</li> <li>• Study on preferred qualitative criteria of consumers(fine bakery wares) – 2008/2010/2013.</li> <li>• Purchase data about consumption and consumer's behaviour.</li> <li>• Participation in Working Groups about sugar, lipids and salt (respectively in 2007, 2008 and 2012).</li> </ul>	2005 and 2008 – Chocolate  2004, 2010 and 2005 (INCA 2) – Fine bakery wares  2004 and 2005 (INCA 2) – Confectionery and Bread products
<b>HUNBISCO - ASSOCIATION OF HUNGARIAN CONFECTIONERY MANUFACTURERS</b>  <i>Hungary</i>	<b><u>Self-Regulatory Pledge</u></b>  The <b>Federation Of Hungarian Food Industries</b> has come forward with the Food Industry's first common initiative in Hungary. The „ <b>Food Industry for the Health of Consumers</b> ” initiative is a pledge aiming to have a positive impact on public health: It includes a number of elements (reformulation, marketing, labelling, promotion). Companies can join the initiative voluntarily by signing one or several existing pledges, or they can add new commitments (via a dedicated website).	
	A conference was organized where the government and our member companies will exchange thoughts about TFA rulings.  Also, researchers will speak about the latest technology concerning the reformulation of products affected by the new TFA laws.	

<p><b>PRODULCE</b></p> <p><i>Spain</i></p>	<p><b><u>TRAINING COURSES FOR FAMILY DOCTORS AND NURSES (Ongoing)</u></b></p> <p>The Food &amp; Drink Spanish Federation is working, with an active role of the Family Doctor's Association (Asociación medico collegial), on the launch of a <b>training course on nutrition and healthy lifestyles</b> for family doctors and nurses in order to empower them to give correct nutrition and health recommendations to their patients.</p>	<p>The launching of the training course is planned for September 2016.</p>
<p><b>BARILLA</b></p>	<p><b>Research</b></p> <p>Created the <b>Nutrition Advisory Board</b>, composed of five internationally recognized experts in the relationship between diet and health.</p> <p>Barilla consults with the NAB to define our health and wellbeing strategies and anticipate the needs of customers and the public in general. In addition, they keep the company informed about the latest developments in dietary science, the most recent studies and important new discoveries.</p> <p><b>From 2009, launch of Barilla Center for Food and Nutrition</b>, an independent think tank based on an international and multidisciplinary Advisory Board, with the scope to analyse major themes of food and nutrition through a multidisciplinary approach and to disseminate the results to institutions, research centers, mass media and the general public.</p> <p><b>From 2010, launch the Italian Nutrition and Health surveys (INHES project)</b> in collaboration with Catholic University, focused on food habits, consumption patterns, and Mediterranean model adhesion.</p> <p><b>Double Pyramid applications and communications:</b> amplify the existing link between healthy habits and environmental impacts, based on the concept of "Good for you, Good for the Planet".</p>	<p>Nutrition Guidelines set and continuously updated.</p> <p>More than 25 publications, 4 International Food and Nutrition Forums, webinars and a specific we-site <a href="http://www.barillacfn.com">www.barillacfn.com</a>; Double Pyramid approach.</p> <p>More than 10,000 people participating, the conclusion of the survey is expected in January 2014.</p> <p>See the new sustainability path at <a href="http://www.goodforyougoodfortheplanet.org">www.goodforyougoodfortheplanet.org</a>.</p>
<p><b>BARRY CALLEBAUT</b></p>	<p><b>Research</b></p> <p>The rebalanced program started in 2006. It's a research program to reduce sugar, fat and calorie content. It's a sustainability platform for healthy products for healthy consumers with healthy eating habits.</p> <p><b><u>Sugar reformulation 2006-2014:</u></b></p> <p>BC has been working successfully on bulk sugar replacers/sweeteners, e.g. dietary fibre, starch and starch derivatives, natural fruit sugars, tagatose, isomaltulose, erythritol, stevia, monkfruit, etc.</p> <p>This is done in cooperation with suppliers, research centres and universities.</p> <p>BC has more than 20 years of experience with maltitol.</p>	<p>Decision at customer level</p>

	<p><b><u>Fat reformulation 2015:</u></b></p> <p>BC obtained in 2015 a granted patent for a process to reduce the fat content of chocolate</p> <p><b><u>Cocoa research:</u></b></p> <p>BC obtained in 2012 a positive opinion from EFSA for a health claim related to normal blood flow (European Commission publication in Sept 2013).</p> <p>For cocoa extract, positive opinion from EFSA in May 2014 (European Commission publication in April 2015).</p> <p>Engineering &amp; superior applications have been working on the reduction of fat and sugar by optimizing processing through innovation.</p> <p><b><u>Authenticity &amp; Permissibility Programme:</u></b> Ongoing research program to offer solutions for all kinds of global health concerns (e.g. diabetics, lactose-intolerance).</p>	
<b>FERRERO</b>	<p><b>Research</b></p> <p>Ferrero is also studying possible sugar reduction interventions in existing products. New Research &amp; Innovation Centers are being opened in New York City and Singapore in the areas of: health and nutrition, new raw materials, product research &amp; development, consumer insight and foresight .A new “Sugar-less” Division was also established in Alba (Italy), involving a multidisciplinary group of experts. Tic-Tac Pills and Gums and EstaThe’ Beverages are among the products where sugar reduction initiatives have already been implemented.</p> <p>Beneficial ingredients: Ferrero is working to accelerate innovation and market uptake of bio-based products and is involved in actions concerning sustainable nutrition, circular economy and use of by-products. Ferrero is also actively working on a large number of projects exploring ways to include fiber and dehydrated fruit into its products.</p>	•
<b>MARS</b>	<p><b>Research</b></p> <ul style="list-style-type: none"> <li>• Cocoa flavanols (7<sup>th</sup> EU framework project “Flaviola”).</li> <li>• Oral health benefits of chewing sugar-free gum.</li> <li>• Link of physical activity and health: every year Mars is giving 20 investigators awards during the congress of European College of sport sciences.</li> <li>• International research on the role of sugars/fats, advertising, and the environment on consumer behaviour.</li> </ul>	
<b>NESTLÉ</b>	<p><b>Research</b></p> <ul style="list-style-type: none"> <li>• <u>A partnership to explore the science of the microbiome</u> A growing body of evidence suggests that gut bacteria (known as ‘the microbiome’) play a pivotal role in the way our bodies respond to food and nutrients.</li> </ul>	Over the next five years, Nestlé will invest CHF 10 million in a partnership with Imperial College London. It will focus on a number of areas, including an understanding of how the microbiome influences our physical and mental

<p><b>NESTLE</b></p>	<ul style="list-style-type: none"> <li>• <u>Study to help reduce the incidence of diabetes</u> Losing weight is believed to help prevent obese pre-diabetic people from becoming diabetic; however, some who manage to lose weight still go on to develop the disease and other obesity-related complications.</li> <li>• Nestlé has been conducting research on the eating habits of young children for 15 years, but three years ago, we committed to widen our knowledge of older children’s diets too. This remains a top research priority, and we are building knowledge leadership in children’s nutrition through a deeper understanding of their dietary intakes and lifestyle habits.</li> <li>• Kids Nutrition and Health Study (KNHS): KNHS focuses on children at the next life stage, aged 4–12 years old, when many of the dietary and activity habits that influence health later in life are established. KNHS explores the food and nutrient intakes of children, as well as lifestyle and behaviour patterns.</li> <li>• In 2016, we continued to analyse results from studies in the United States, Mexico and China and, with our partners, conducted new studies in Russia, Australia and the Philippines. We also completed the result analysis of a pilot study in the São Paulo region of Brazil and conducted a thorough preparatory literature review in the Middle East with the American University of Beirut. We are currently in the process of preparing for three new primary data collection studies.</li> </ul> <p><b>Rural Development</b> Our 2030 ambition is to improve 30 million livelihoods in communities directly connected to our business activities. We source supplies of raw materials from millions of farmers across the world. These farmers and their many workers are critical to a secure, long-term supply, and therefore to our success. By understanding and managing where and how our ingredients are produced, and the issues farmers and their communities face, we can better support rural development. Working closely with farmers will enable us to promote better agricultural practices, work towards responsible sourcing, and address issues such as rural poverty.</p>	<p>health.</p> <p>As part of the pan-European ‘Diogenes’ research programme, which targets obesity from a dietary perspective, teams from the Nestlé Institute of Health Sciences, and universities in Maastricht and Copenhagen, have identified distinct markers in the blood that can differentiate between pre-diabetic individuals who are likely to respond to weight loss, with better sugar control that may successfully prevent Type 2 diabetes, and those who are not. We have launched large-scale research projects in at least 10 countries, including the United States, Mexico, China and Russia, to expand understanding of children’s nutrition and inform our own product and service development. We are building further knowledge of the dietary intake, eating behaviours and lifestyles in infants and children.</p> <p>Research Papers include: Snacking is longitudinally associated with declines in body mass index z scores for overweight children, but increases for underweight children. <u>Journal of Nutrition (2016)</u> Snacking among US children: patterns differ by time of day. <u>Journal of Nutrition Education and Behavior (2016)</u> Increased snacking and eating occasions are associated with higher energy intake among Mexican children aged 2–13 years. <u>Journal of Nutrition (2015)</u> The contribution of at-home and away-from-home food to dietary intake among 2–13-year-old Mexican children. <u>Public Health Nutrition (2016)</u></p> <p>113,446 farmers were provided with technical assistance CHF 13.9m invested in plant science 55,000 farmers in Kenya trained on nutrition in partnership with Solidaridad We extended our Child Labour Monitoring and Remediation System (CLMRS) to all co-ops that were in the <i>Nestlé Cocoa Plan</i> by August 2016, and launched the CLMRS in Ghana We have put in place strategies (activities and targets) in priority locations to improve food availability and dietary diversity. Pilots running in three locations. We are establishing a total of 18 baseline assessments in the sourcing locations</p>
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<p><b>NESTLE</b></p>	<p><b>Improve farm economics among the farmers who supply us</b>          Improve food availability and dietary diversity among the farmers who supply us</p> <p>We fully respect and support the human right to water and sanitation. In 2016, we continued to work on our guidelines on how our markets and factories can reflect this support across their supply chains.</p> <p>Safe drinking water and sanitation is a basic human right. Businesses have a clear role to play in helping to ensure that more people have access to safe water. Providing safe water, sanitation and hygiene (WASH) contributes to broad societal goals such as reducing mortality and morbidity, strengthening community resilience and preserving personal dignity. We aim to Raise awareness on water conservation, and improve access to water and sanitation across our value chain</p> <p>Feed the Future is a US government initiative that supports country-driven approaches to addressing the root causes of hunger and poverty. As part of its approach, Feed the Future develops public-private partnerships, designed to create economic and social benefits for specific communities.</p> <p>Nestlé signed a partnership with Feed the Future in 2016 to support its new strategic cocoa initiative. The Climate Smart Cocoa project aims to support smallholder farmers in cocoa-producing locations such as Ghana and Côte d'Ivoire adopt agricultural practices to offset the challenges of climate change.</p> <p><b>Food donation activities in Europe:</b></p> <ul style="list-style-type: none"> <li>• Nestlé UK supports FareShare to address poverty and food waste. Since the beginning of the partnership with FareShare,</li> <li>• Nestlé Italy has worked together with Fondazione Banco Alimentare Onlus for more than 20 years</li> <li>• Nestlé Sweden supports Stadsmissionen to help vulnerable groups with basic and social needs</li> <li>• Nestlé Spain regularly donates to the Spanish Federation of Food Banks, and has collaborated with the Spanish Red Cross.</li> </ul>	<p>of key importance to our business that show pronounced social need, to guide us in aligning our own activities with the priorities of farmers and local communities.</p> <p>We are improving farm economics in seven priority sourcing locations based on the results of the RDF baselines. (Farm economics comprises the following four factors on which Nestlé will focus: productivity, quality, costs and price premiums.)</p> <p>We are improving food availability and dietary diversity in five priority sourcing locations based upon the results of the RDF baselines</p> <p>We are implementing detailed guidelines on human rights to water and sanitation due diligence in all Nestlé markets and key agricultural supply chains.</p> <p>Over 350 000 beneficiaries in local communities now have access to water, sanitation or hygiene projects around our manufacturing facilities and in key agricultural supply chains.</p> <p>By 2020, 600 000 beneficiaries in local communities have access to water, sanitation or hygiene projects around our manufacturing facilities and key agricultural supply chains.</p> <p>Through the Climate Smart Cocoa project, we will directly contribute to developing evidence-based action strategies, and will also support the design and piloting of services and tools. These could include agroforestry and drought-resistant agricultural practices to increase productivity.</p> <p>Nestlé UK has provided 2741 tonnes of food, which equates to 6.5 million meals worth of food that would have otherwise gone to waste and has been used to feed vulnerable people instead;          Nestle Italy donates between 1000 and 1400 tonnes donated annually;</p>
<p><b>MONDELÉZ INTERNATIONAL</b></p>	<p><b>Research</b></p> <ul style="list-style-type: none"> <li>• Mondelēz is a proud supporter of the Marabou Foundation scientific symposia run every two years in Sweden.</li> </ul>	<p>These scientific symposia bring together senior scientists from around the world to further contemplate ground-breaking topics in food and nutrition.</p>

	<ul style="list-style-type: none"> <li>• Mondelēz supports the Antidiabetic Food Center (AFC Lünd University) – a consortia research program between the Academy and Industry partners to help prevent diabetes through grain research.</li> <li>• Mondelēz is a supporter and active participant in the Whole Grains Council – a non-profit organization that supports scientific research and consumer education around the benefits of whole grains.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Founding member of the <u>International Food &amp; Beverage Alliance</u> - made a global commitment to the World Health Organization in five key areas: product composition and availability; nutrition information to consumers; marketing and advertising to children; promotion of physical activity; and healthy lifestyles and partnerships.</li> <li>• UK Responsibility Deal – a series of pledges and commitments to reduce salt, remove trans fat, support calorie labelling and promote physical activity in the UK.</li> <li>• Consumer Goods Forum (CGF) Health &amp; Wellness Steering committee – a group of retailers and manufacturers who together have established a set of Health and Wellness Resolutions and Commitments to help improve the well-being of consumers, employees, their families and the communities they serve.</li> <li>• European Platform on Diet, Physical Activity and Health – a multi-stakeholder platform which works to promote balanced lifestyles. Since 2005, the Platform has introduced over 200 initiatives to fight obesity.</li> <li>• HEALTHGRAIN Forum – a multi-partner, pan-European research program to promote the benefits of whole grains.</li> <li>• Mondelēz participates within task forces of ILSI (International Life Sciences Institute), a scientific non-profit that is focused on providing science, which improves human health, well-being and the protection of the environment.</li> <li>• Mondelēz supports the European Nutrition Leadership Platform – a forum that brings together nutrition experts, food industry and nutrition organizations from across Europe to promote nutrition and health.</li> </ul>	