



## Health & Wellness Resolutions Progress Report

# Contents

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<b>The Consumer Goods Forum Foreword</b>	<b>3</b>	<b>5.0 Monitoring Progress</b>	<b>13</b>
<b>1.0 Executive Summary</b>	<b>4</b>	<b>Survey Results</b>	<b>14</b>
Challenges facing health & wellness agenda	4	5.1 Resolution #1: Access & availability of products and services	14
The Consumer Goods Forum (CGF) overview	4	5.2 Resolution #2: Product information & responsible marketing	21
Survey overview	4	5.3 Resolution #3: Communication & education about healthier diets and lifestyles	27
Key findings	4		
This report going forward	5	<b>6.0 Path Forward &amp; Next Steps</b>	<b>37</b>
<b>2.0 Survey Participants</b>	<b>6</b>	Future evolution of this report	37
<b>3.0 Rising to the Challenge of Improving Health &amp; Wellness among Consumers, Shoppers, Employees, Their Families, and the Communities the Industry Serves</b>	<b>7</b>	Next steps	37
Context	7	Progress report – vision	37
The CGF Engagement	7	<b>Contact</b>	<b>38</b>
Overview of CGF Health & Wellness Resolutions	8	<b>Acknowledgements</b>	<b>39</b>
The CGF Health & Wellness Resolutions	8		
<b>4.0 Illustrative Examples of Collective Industry Action, 2003 – 2013</b>	<b>10</b>		
Promotion of healthy lifestyles	10		
Products and choices	10		
Consumer information	10		
Advertising and marketing	11		
Global initiatives	11		
<b>Moving Forward: Significance of this Progress Report</b>	<b>12</b>		

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# The Consumer Goods Forum Foreword

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Over the last two decades, the world has experienced a general rise in per capita incomes, living standards, and longevity; at the same time, however, there has been a disturbing rise in lifestyle-related illnesses. The World Health Organization (WHO) predicts that non-communicable diseases (NCDs), such as diabetes, cancer, and cardiovasculars, will increase 15 percent globally between 2010 and 2020.

The Health & Wellness Initiative of The Consumer Goods Forum (CGF) has long recognized that improving the health and wellness of world populations is crucial to the stability and prosperity of nations. Indeed, we would like to see our industry contribute to the global health agenda and bring solutions. There are so many things that each of us, big or small, can do as individual companies as well as collectively as an industry – driving our R&D efforts to improve the nutritional quality of our products, providing meaningful concrete solutions to improve personal care and hygiene, giving consumers clear and easily understandable information on our packs, and marketing our products responsibly to children. The key to addressing these health and wellness challenges is that each company assumes its responsibilities, and seeks collaboration with retailers and manufacturers, both food and non-food, and their common stakeholders to promote healthy living and a culture of prevention.

This is why the CGF, together with Deloitte, is developing a way to track industry progress on implementing our resolutions and help facilitate fact-based dialogue with the wider industry and its key stakeholders. Given its diverse membership of retailers as well as food, beverage, and personal care manufacturers, the CGF is well-positioned to be the partner of choice to address the role of the industry in improving the health and wellness of consumers. At the same time, we recognize that such a diverse membership makes reporting on progress a challenge.

This report, and the process of assimilating the information that formed it, is a pilot limited to the CGF 50 Board companies. Going forward, the CGF intends to issue the survey annually, with each subsequent version marking industry progress and direction.

It is anticipated each future iteration also will carry with it refinements based on prior experience in the practicality and usefulness of both monitoring and techniques. The scope also is likely to change as new challenges in health and wellness emerge and others recede. Fundamentally, however, this report provides a platform from which to monitor actions to implement the CGF's Health & Wellness Resolutions. We hope you find it both encouraging and useful.

There is so much more that can be done, and should be done together. We look forward to working with you and our strategic alliances on the next phase of this journey so that, collectively, we can create positive change and be the partner of choice for our key stakeholders.



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President & Chief Executive  
Officer, Royal Ahold  
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Co-Sponsor, the CGF Health &  
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# 1.0 Executive Summary

## Challenges facing health & wellness agenda

The world has experienced a general rise in per capita incomes, living standards and longevity over the last two decades; however, we now face new health challenges in the form of the rising incidence of obesity and non-communicable diseases (NCDs). The World Health Organization (WHO) projects that NCDs will increase 15 percent globally between 2010 and 2020 with the greatest increases seen in Africa, Southeast Asia, and the Eastern Mediterranean.

The industries that develop, source, manufacture, market, distribute, and sell consumer goods – in collaboration with local governments, health advocates, non-governmental organizations (NGOs), and other stakeholders – have been addressing these issues for more than a decade and are committed to continuing these efforts.

## CGF overview

The Consumer Goods Forum (CGF) is well-positioned to help move the dialogue forward among industry participants and key stakeholders. The CGF membership – comprising more than 400 members including retailers as well as food, beverage, personal care, and OTC manufacturers – affords a unique platform by which the consumer goods industry can engage to promote health and wellness globally.

Within the context of these previous and continuing industry efforts, in 2011 the CGF endorsed a set of Health & Wellness Resolutions designed to improve the “physical, emotional, spiritual, intellectual, and sustainable well-being” of consumers, shoppers, employees their families and the communities the industry serves. These resolutions are intended to reflect the contributions of each of the sectors involved – food and beverage, personal care, manufacturers, and retailers – in addressing key public health concerns and in providing solutions that improve and enrich consumers’ lives.

These resolutions cover three key areas:

- Access and availability of healthy products and services;
- Product information and responsible marketing; and
- Communication and education about healthier diets and lifestyles.

## Survey overview

The CGF surveyed its 50 Board companies in 2013 in a pilot effort to gather information on the progress these companies have made in implementation of these resolutions. The survey was designed to learn about how companies are engaging on health and wellness initiatives so that best practices could be shared among the CGF’s broader membership and a robust framework for monitoring and reporting progress could be developed. This is not a baseline.

The pilot survey solicited information on companies’ progress against the CGF’s Health & Wellness Resolutions across three dimensions:

- **Policies:** A stated position, objective, or plan to manage health and wellness issues affecting the company and its stakeholders.
- **Programs:** Specific actions undertaken to support health and wellness initiatives.
- **Outcomes:** Effects of the programs and policies established to support health and wellness initiatives, including internal and external measures of progress.

## Key findings

The CGF launched its pilot survey to its 50 Board members in July 2013. The survey results indicate that health and wellness is a key focus area among the Board companies. Although the membership of the the CGF Board is diverse, there is alignment among retailers and manufacturers of food and personal care products that they collectively have a role to play in improving the health and wellness of their employees, customers, shoppers, and the communities in which they serve. This is demonstrated in summary results:

- 86 percent of the Board companies participated in survey;
- 100 percent of respondents have established policies and activated programs on at least one of the CGF’s Health & Wellness Resolutions; and
- 70 percent of respondents have established policies and activated programs on all three of the CGF’s Health & Wellness Resolutions.

Additionally, the survey found that companies are communicating publicly to a diverse stakeholder community regarding their health and wellness initiatives and that, in many cases, senior leaders are delivering the message.

- 93 percent of respondents have communicated publicly about their health and wellness initiatives; and
- 53 percent of respondents have communicated their health and wellness initiatives as part of a CEO statement and/or Annual Report to shareholders.

Less data is available to monitor progress on outcomes associated with the CGF Health & Wellness Resolutions than is available to monitor progress on engagement and activation. The challenge of aligning outcome indicators across diverse companies, geographies, and product categories must still be met. Ultimately, monitoring of outcomes related directly to CGF company activity is outside the scope of this survey,

### This report going forward

This report, and the process of assimilating the information that formed it, is a pilot involving just the CGF Board companies. Going forward, the CGF will issue the survey and report annually, with each subsequent version marking industry progress and direction. It is anticipated each future iteration also will carry with it refinements based on prior experience in the practicality and usefulness of both measurements and techniques. It is anticipated as well that the scope of progress reporting will change as new challenges in health and wellness emerge and old ones subside. At its most basic level, however, this report and its intended evolution will provide a platform from which to measure actions to implement the CGF's Health & Wellness Resolutions.

The CGF, with its diversity of membership and global expanse, is well-positioned to help advance health and wellness among consumers globally. The CGF sees its role expanding in the upcoming decade to provide more guidance and advocacy of the mission in moving toward more global well-being.





# 2.0 Survey Participants

## Board of Directors: Retailer College

(all CEO or Chairman)



## Board of Directors: Manufacturer College

(all CEO or Chairman)



# 3.0 Rising to the Challenge of Improving Health & Wellness among Consumers, Shoppers, Employees, Their Families, and the Communities the Industry Serves

## Context

The world has experienced a general rise in per capita incomes, living standards, and longevity over the last two decades. In the broader context, this welcome development has been a factor in the relative decline of malnutrition and starvation as a dominant global health-state challenge. At the same time, the world now faces new health challenges in the form of the rising incidence of obesity and non-communicable diseases (NCDs). Advances in economic development, with their attendant trend toward urbanization, labor-reducing mechanization, and heightened discretionary spending capacity, have resulted in changing consumption and lifestyle habits that have contributed to this increase. Currently, many less developed countries are faced with the double burden of under-nutrition and overconsumption and have limited resources to devote to combating these complex trends. The World Health Organization (WHO) projects that NCDs will increase 15 percent globally between 2010 and 2020 with the greatest increases seen in Africa, Southeast Asia and the Eastern Mediterranean.

The industries that develop, source, manufacture, market, distribute, and sell consumer goods have risen to earlier public health challenges, including hunger and malnutrition. Similarly, they are rising to the new challenges associated with the rise in obesity and NCDs worldwide. These industries, in collaboration with local governments, health advocates, non-governmental organizations (NGOs), and other stakeholders, have been addressing this multitude of issues for more than a decade and are committed to continuing these efforts.

In particular, the food and beverage manufacturing industry responded in 2003 to the WHO efforts to develop a Global Strategy on Diet, Physical Activity, and Health by mobilizing food and beverage companies under the auspices of Grocery Manufacturers Association (GMA) and CIAA (now FoodDrinkEurope) to engage in constructive dialogue with WHO and its member states.

The WHO Global Strategy on Diet, Physical Activity, and Health adopted by the World Health Assembly in 2004 envisioned key contributions from the private sector and from the food and beverage industry specifically. In the decade since its adoption, industry action has been guided by WHO's 2004 Global Strategy in five specific areas: Promotion of Healthy Lifestyles, Products and Choices, Consumer Information, Advertising, and Marketing and Workplace Wellness ([http://www.who.int/dietphysicalactivity/strategy/eb11344/strategy\\_english\\_web.pdf](http://www.who.int/dietphysicalactivity/strategy/eb11344/strategy_english_web.pdf)).

The industry has undertaken actions in these areas as individual companies, through national trade associations and through key industry alliances. The alliances include the International Food & Beverage Alliance (IFBA) and, more recently, The Consumer Goods Forum (CGF).

## CGF Engagement

Within the context of these previous and continuing industry efforts, in 2011 the CGF endorsed a set of Health & Wellness Resolutions designed to improve the “physical, emotional, spiritual, intellectual, and sustainable well-being” of consumers, shoppers, employees, their families, and the communities the industry serves. These resolutions are intended to reflect the contributions of each of the sectors involved – food and beverage, personal care, manufacturers, and retailers – in addressing key public health concerns and in providing solutions that improve and enrich consumers’ lives (<http://tcgfhealthandwellness.com/resolutions.html>).

The adoption by the CGF Board of these Health & Wellness Resolutions laid the foundation for collecting information about industry-wide efforts in this area, for communicating the undertakings of industry, and for motivating and enabling future actions and engagement across the industry.

The CGF’s vision of “better lives through better business” is directly aligned with the specific actions outlined in these resolutions. These actions are intended to provide a roadmap that will guide industry in making relevant contributions to the cause of reducing the incidence of obesity and NCDs worldwide. These actions also align with the expectations of industry as outlined in the WHO 2003 Global Strategy on Diet, Physical Activity, and Health and in subsequent recommendations by the WHO on strategies to address obesity and NCDs.

As introduced in the Executive Summary, these resolutions cover three areas, further described below.

## Overview of CGF Health & Wellness Resolutions

### Resolution #1: Access and Availability of Products and Services

The overarching goal behind the CGF's Access and Availability of Products and Services resolution is to offer consumers a range of products and services that supports the goals of healthier diets and lifestyles. This resolution extends to several sub-resolutions that further explain what this means. For example, companies should develop and distribute these products in a way that makes them accessible to most geographies and affordable to most incomes. It is imperative that the widest range of socioeconomic groups feasible have the means to attain healthy products. This might mean providing a wider range of sizes to align with the diversity of global cultures and economies. It could also mean varying formulations that can enable a wider range of price points. In tandem with affordability, availability is essential. Thus, this resolution encourages the use of a wide range of public and private channels for distribution in order to reach some of the most underserved populations around the world. These populations would benefit greatly from access to the most recent innovations in health and wellness products.

Companies also have an opportunity to increase the amount of nutrients in their products. Specifically, this would include those nutrients that are important to the diet and that have been identified as those that are currently lacking in consumption. For example, since fiber is an important part of a healthy diet, enhancing products with fiber could improve the nutritional profile of the product. Another example is the case of countries – many in the developing world – that still are at risk from protein-energy malnutrition, iodine deficiency, and vitamin A deficiency. Companies can help address this deficiency by fortifying their products destined to these specific markets with these essential vitamins and minerals in line with relevant guidelines.

In the personal care product area, the quality, affordability, and availability of personal care products can have direct impacts on the personal hygiene, oral health, skin condition, personal appearance, and other important health and wellness factors across populations. Personal care products can play a preventive role by enabling better hygiene, which reduces risk of illness, and body image, which encourages better health habits to maintain that image.

### Resolution #2: Product Information and Responsible Marketing

To achieve the goals of health and wellness, the CGF recognizes the important role product information plays in responsibly engaging the public. Thus, the CGF's second resolution focuses on providing transparent, fact-based, and relevant information that will help consumers make healthy informed product choices. This resolution recommends that companies establish a global policy providing for relevant, easy to understand information on-pack for at least seven parameters: energy, carbohydrates, total sugars, protein, fat, saturated fats, and sodium.

Where nutrition and health claims are made, this resolution also requires that the nutrient levels be specified on a per-serving size and per 100 g/ml basis. It also requires contribution to the diet as a percent of official daily intake guidance in regions where such guidance is provided. To simplify consumer decision-making even further, the CGF promotes the practice of front-of-pack labeling for (at a minimum) energy information, recognizing that execution of this would vary according to existing front-of-pack labeling systems supported by a range of local governments.

This CGF resolution recommends policies to ensure any advertising to children under the age of 12 years is only for products that fulfill specific nutrition criteria. The CGF also encourages the proper displaying of a product's usages on the packaging, partnering with school communities to provide information on safe product usage, and partnering with healthcare professionals to develop solutions for managing life-stage health and wellness of their patients.

### Resolution #3: Communication and Education about Healthier Diets and Lifestyles

Sustaining a healthy population starts with the prevention of diseases caused by lifestyle choices. Healthier lifestyle choices can be encouraged from an early age by partnering with schools and healthcare professionals to promote healthy behaviors. This resolution encourages this type of partnering with educational, health care, and community institutions to raise overall health literacy with regard to diets, hygiene, lifestyle, and physical activity.

The CGF views communication and educational programs as a key means of raising consumer awareness of healthier diets and lifestyles. The CGF has identified a host of activities through which companies can work to improve overall health and wellness. These activities include providing smoke-free environments and employee fitness programs. The CGF resolutions also recognize the importance of cognitive and emotional health and encourage supportive efforts. An example of this might be efforts to promote the consumption of fruits and vegetables. Other examples might include the promotion of healthy skin through use of ultraviolet protection or initiatives that encourage self-confidence through healthful practices and positive body image.

## CGF Health & Wellness Resolutions

### Resolutions on Access & Availability of Products and Services

Offer consumers and shoppers a range of products and services that supports the goals of healthier diets and lifestyles.

For the Food sector, this includes:

- Continuing to develop/improve affordability and availability of existing products and services that support the goal of healthier diets and lifestyles.
- Reducing the overall energy, salt/sodium, sugars, saturated, and trans-fats content of our foods and beverages to help address public health priorities.



- Enhancing our products with respect to ingredients and nutrients that should be encouraged in the diet.
- Seeking opportunities to address nutritional deficiencies of vulnerable populations.
- Providing healthier choices of products and services for a range of budgets.
- Developing product sizes for a range of consumer needs.
- Promoting consumption of fruits and vegetables.

For the Non-Food sector, this includes:

- Continuing to develop/improve affordability of existing products that support the goal of healthier lifestyles.
- Developing product sizes for a range of consumer needs and budgets.
- Providing better access to personal care through public and private channels.

#### **Resolutions on Product Information & Responsible Marketing**

Provide transparent, fact-based information that will help consumers and shoppers make informed product choices and usages.

For the Food sector, this includes:

- Providing globally, wherever feasible, on-pack nutrition information on products – for at least seven parameters: energy, carbohydrates, total sugars, protein, fat, saturated fats, sodium, and also for nutrients on which a nutrition or health claim is made. This will include per serving/portion and per 100 g/ml, if required, and may include the contribution to the diet as a percentage of the official daily intake guidance, where such values are available.
- Displaying energy information (at minimum) on the front-of-pack in markets, where there is currently no specific recommendation for front-of-pack nutrition information.
- Acknowledging that there are other existing front-of-pack labeling systems in various parts of the world – particularly those supported by local governments – we will work synergistically with other on-pack information.
- Committing to voluntary, company-specific measures to ensure that any advertising to children under the age of 12 years is only for products that fulfill specific nutrition criteria based on scientific evidence and/or applicable national and international dietary guidelines or that we do not advertise at all on media directed to children under the age of 12 years.

For the Non-Food sector, this includes:

- Displaying clear product usages on packaging.
- Partnering with school communities, including parents and educators, to provide information consistent with developing habits of safe product usage.
- Partnering with healthcare professionals to develop holistic solutions for managing the health and wellness of their patients throughout the various life stages.

#### **Resolutions on Communication & Education about Healthier Diets and Lifestyles.**

Use communication and educational programs to help raise consumer awareness on health and wellness and energy balance to inspire healthier diets and lifestyles.

For both the Food and the Non-Food sectors, this includes:

- Providing opportunities for our consumers and employees to lead healthier lives, including smoke-free environments and employee wellness programs.
  - Encouraging and supporting our consumers of all ages to make informed choices and become more physically active.
  - Promoting overall physical and mental health (both cognitive and emotional).
  - Partnering with school communities, on request, including parents, educators, and authorities to provide information that supports developing habits of sensible, balanced diets, good hygiene, and regular physical activity.
  - Supporting public health and civil society initiatives that promote active, healthy living, particularly those which inform consumers about good hygiene as well as achieving energy balance through healthier diets and lifestyles and increased physical activity.
- For the Non-Food sector, this also includes:
- Promoting healthy skin through UV protection (sunscreen and practices).
  - Encouraging self-confidence through healthful practices and positive body image.
  - Partnering with healthcare professionals to encourage prevention.
  - Advance community wellness thorough health literacy, education, and promotional initiatives that increase public understanding of basic health indicators and how to effectively access health resources.

## 4.0 Illustrative Examples of Collective Industry Action, 2003 – 2013

Below are examples of industry actions over the past decade. This list is not exhaustive and should be seen as illustrative of industry progress in an ongoing health and wellness journey.

### Promotion of healthy lifestyles

Industry has taken action to promote healthy lifestyles across a range of activities. For example, in 2008 AIM – European Brands Association, established a “Charter on Brands for Health and Well-Being,” signaling a commitment to make healthy choices an integral part of commercial activities, from innovation to production, to marketing and sales. The Charter also signaled a desire to engage in community-based activities that go beyond the product itself. Charter signatories are active in a range of initiatives, which promotes health and well-being among European consumers.

In the U.S., the Healthy Weight Commitment Foundation (HWCF) brings together more than 230 retailers, food and beverage manufacturers, restaurants, sporting goods, insurance companies, and trade associations – including founding members Grocery Manufacturers Association (GMA) and Food Marketing Institute (FMI) – non-governmental organizations and professional sports organizations and is dedicated to reducing obesity, particularly childhood obesity. Focusing on families and schools, the HWCF promotes ways to help people achieve a healthy weight through energy balance: calories in and calories out.

Also in the U.S., members of FMI developed a collaborative program with retailers and suppliers to promote family meals at home. The initiative – Let’s Put Our Plates Together – is based on evidence that family meals eaten at home benefit the health and wellness of children and adolescents, and fights obesity and substance abuse and makes families stronger.

In another example, in 2012 the Australian Food and Grocery Council launched the Healthier Australia Commitment, including a focus on energy balance and practical guidance on diet and physical activity.

### Products and choices

While changes to company products are inherently in the domain of individual company action, there are many instances of collaborative efforts that have provided a framework for industry progress. These initiatives include association efforts to provide information and guidance around sodium reduction in the food supply in such countries as the UK, Canada, and Australia.

In just one example, the industry-led Healthier Australia Commitment includes targets of 25 percent reduction to sodium and saturated fats by 2015 across the product range of participating companies.

In the U.S., collective industry efforts between 2002 and 2009 have resulted in more than 20,000 new product choices for consumers, including fewer calories, sodium, saturated and trans fats, and sugars according to a 2010 GMA report detailing efforts by food and beverage manufacturers. In addition, under the auspices of the HWCF, food and beverage manufacturers reduced the number of calories in the marketplace provided by their products by 1.5 trillion between 2007 and 2012. Working with the Alliance for a Healthier Generation, the American Beverage Association and its member companies removed full-calorie sodas from all schools and replaced them with a range of lower-calorie, smaller-portion choices, which drove a 90 percent reduction in beverage calories in schools.

Industry also has worked with government to ensure that consumers had access to needed products in challenging circumstances. For example, in the U.S., industry worked with the National Association of Chain Drug Stores (NACDS), the Personal Care Products Council (PCPC), the Consumer Healthcare Products Association (CHPA), and the U.S. Food and Drug Administration to successfully manage a mandatory labeling change so that consumers would continue to have access to an adequate supply of sunscreen as well as all other products with an SPF claim (including skin creams, cosmetics, and lip balms).

### Consumer information

#### Nutrition labeling

There are several examples of industry action to develop voluntary front-of-pack nutrition labeling guidelines that provide consumers with key nutrition information to make informed choices.

A number of these initiatives have been implemented under the auspices of national and regional trade associations, including FoodDrinkEurope (**GDAs**), the Grocery Manufacturers Association and Food Marketing Institute in the U.S. (**Facts Up Front**), ConMexico (***Checa y Elige, claves de nutrición***), the Australia Food & Grocery Council (**GDAs**) and Food Industry Asia (**GDAs**). In addition, the industry has supported these initiatives with major consumer education campaigns, including campaigns in the UK, Mexico, and the U.S. to promote awareness, understanding, and use of these front-of-pack labeling systems.

In Mexico, ConMexico conducted the multi-media *Checa y Elige* advertising campaign with the result that 75 percent of consumers indicated awareness of the campaign and its key message to acknowledge nutrition information on packaged food. In the U.S., the GMA-FMI **Facts Up Front Initiative** is supported by a multi-media advertising campaign, in-store marketing, and a consumer-facing website with interactive nutrition education tools.

### Nutrition education

The industry also has partnered with governments to provide consumers with important nutrition information. For example, in Canada, Food & Consumer Products of Canada is entering its fourth year of partnership with Health Canada in a campaign to support Canadians' use of the Nutrition Facts table, and more specifically how to use Percent Daily Value to make more informed food choices. This campaign is being driven through media, in-store, and on-pack messaging. In addition, the Retail Council of Canada has undertaken a similar nutrition education campaign in collaboration with Health Canada, focused on the retail space. This collaboration – the “Eat Well Campaign” – is focused on increasing consumers' awareness of healthy eating, understanding Canada's Food Guide, reducing sodium intake, and improving food skills (such as shopping and planning).

### Advertising and marketing

Recent examples of this commitment to responsible advertising were the establishment of self-regulatory organizations (SROs) in the U.S., Canada, EU and 13 other nations over the past seven years dedicated to setting and enforcing guidelines for advertising to children under 12 based on widely-accepted nutrition criteria. The first of these was established in the U.S. in 2006 – the Children's Food & Beverage Advertising Initiative.

This was followed by the Canadian Food & Beverage Children's Advertising Initiative and the EU Pledge in 2007. Since then, another 13 national “Pledge” programs have been created around the world. A notable example is Australia, which in 2009 introduced two voluntary codes restricting the marketing of non-core foods to children – the Quick Service Restaurant Initiative (QSRI) and the Responsible Children's Marketing Initiative (RCMI).

### Global initiatives

In 2008, the International Food and Beverage Alliance (IFBA), representing the leading food and non-alcoholic beverage companies committed to health and wellness initiatives, was formed to demonstrate the industry's commitment to helping implement WHO's 2004 Global Strategy on Diet, Physical Activity, and Health. Thus, in 2008 the CEOs of the IFBA member companies publicly made specific five-year commitments to WHO Director General Margaret Chan in the areas noted below:

1. Reformulate and develop new products that support the goals of improving diets.
2. Provide clear and fact-based nutrition information to all consumers.
3. Extend responsible advertising and marketing initiatives to children globally, monitored and reported through an independent entity.
4. Promote balanced diets and healthy, active lifestyles.
5. Actively support public-private partnerships that endorse the WHO 2004 Global Strategy.

These companies have been measuring and monitoring progress on those commitments and reporting through formal submission to the WHO and other stakeholders on an annual basis.



# Moving Forward: Significance of this Progress Report

Since the release of the resolutions in 2011, the CGF has been conducting an annual survey of members to track progress against its resolutions. However, these surveys have focused on very top-line feedback regarding implementation of the resolutions. This report and its underlying performance assessment tool attempt to establish the needed monitoring techniques to track the adoption and implementation of the CGF's Health & Wellness Resolutions.

This report is intended to inspire collective action, and to serve as the foundation from which the CGF and its member companies will continually build and refine data collection for this industry progress report. In subsequent years, the scope will shift beyond the 50 Board companies and the focus will move toward development of a standardized monitoring system that can capture relevant and reliable data for each category and standardize that data to make it comparable across years, industry sectors, and product classes. Each year also will lead to a deeper understanding and definition of what specifically needs to be addressed at the sub-resolution level.

The CGF Board believes the industry progress report should be relevant to the broader CGF membership, other industry groups and trade associations, and wider audiences including civil society, governmental bodies, and the public. This will require broad engagement across industry participants as well as a process of continuing improvement in outreach and refinement of the survey process.

The CGF is committed to helping to inspire and guide the industry's efforts to accelerate progress.

## 5.0 Monitoring Progress

The CGF surveyed its 50 Board companies in 2013 to gather information on the progress these companies have made to address the health and wellness issues covered by the resolutions. The survey was designed to learn how companies are engaging on health and wellness initiatives so that best practices could be shared among the CGF's broader membership and to gather data so that a framework for monitoring and reporting progress could be developed.

The survey solicited information on the companies' health and wellness initiatives in relation to the CGF's resolutions across three dimensions:

- **Policies:** A stated position, objective, or plan to manage health and wellness issues affecting the company and its stakeholders.
- **Programs:** Specific actions undertaken to support health and wellness initiatives.
- **Outcomes:** Effects of the programs and policies established to support health and wellness initiatives, including internal and external measures of progress.





# Survey Results

The Health & Wellness Initiative launched its performance assessment to measure progress of the implementation of the resolutions in August of 2013. Forty-three of the 50 CGF Board companies participated in the survey.

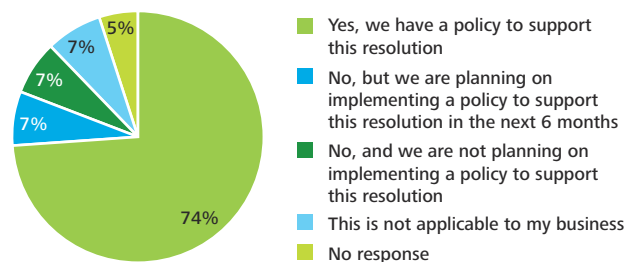
The first takeaway from the survey is that health and wellness is a key focus area among CGF Board member companies. Despite diverse membership in the CGF, there is alignment among retailers and manufacturers of food and personal care products that they collectively have an important role to play in improving the health and wellness of their employees, customers, and the communities they serve.

- 100 percent of respondents have established policies and activated programs on at least one of CGF's Health & Wellness Resolutions.
- 79 percent of respondents have established policies and activated programs on two or more of CGF's Health & Wellness Resolutions.
- 70 percent of respondents have established policies and activated programs on all three CGF Health & Wellness Resolutions.

Additionally, we find that companies are communicating publicly to a diverse stakeholder community regarding their health and wellness initiatives and that, in many cases, senior leaders are delivering the message.

- 93 percent of respondents have communicated publicly about their health and wellness initiatives; and
- 53 percent of respondents have communicated such messages as part of a CEO statement and/or Annual Report to shareholders.

**Policy implementation resolution #1**



Less data is available to measure progress on outcomes associated with the CGF Health & Wellness Resolutions than is available for engagement and activation. The challenge of aligning metrics across diverse companies, geographies, and product categories must still be addressed. Ultimately, the true measure of progress – a reduced incidence of NCDs and other health and wellness issues – is beyond the scope of this survey.

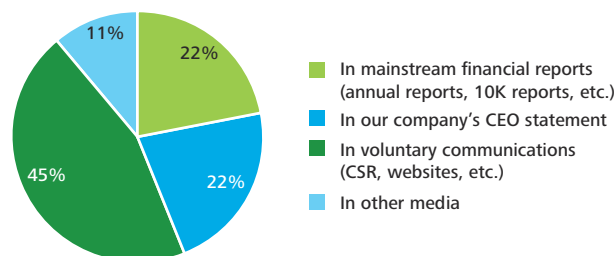
## 5.1 Resolution #1: Access & availability of products and services

*We will offer consumers and shoppers a range of products and services that supports the goals of healthier diets and lifestyles.*

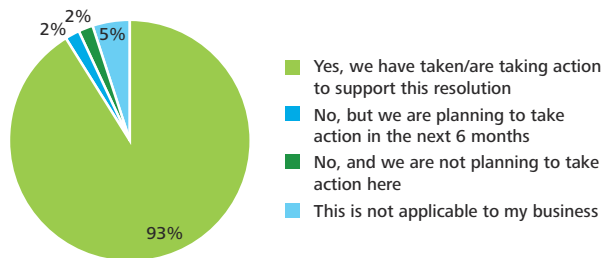
The CGF's members are committed to offering their consumers and shoppers a range of products that will support the goal of healthier diets and lifestyles. This includes offering their products in a variety of sizes and at a variety of price points; working to improve the affordability of their products; promoting fruits and vegetables; providing better access to personal care products; and enhancing the ingredients and nutrients that go into their products.

Members have embraced this commitment – 81 percent of respondents have a policy in place to support the resolution or are in the process of developing a policy to systematize their efforts, and 93 percent have programs in place in support of the resolution. Half of the respondents have both a policy and programs in place to drive measurable results across their entire organization. In addition, the priority of these initiatives is being communicated at the highest levels, with one-third of respondents reporting that policy details are being communicated in mainstream financial reports and one-third reporting that their CEOs are communicating policy details.

**Policy communications resolution #1**



Policy activation resolution #1



Program targets resolution #1



### 5.1.1 Sub-Resolution (SR) 1.1 Continuing to develop/improve affordability and availability of existing products and services that support the goal of healthier diets and lifestyles

Members continue to develop and improve the availability of low-cost products and services that support the goal of healthier diets and lifestyles. This is especially true for food and beverage products targeting nutrient deficiencies in specific markets.

For example, one company is developing low-cost, iron-fortified snacks created to appeal to local tastes; India's first nutrient-rich water to promote everyday health, targeted to mitigate nutritional gaps in the average Indian's diet; and fortified oat and peanut food products for moderately malnourished pregnant and breast-feeding women and children (2 to 5 years old) sold at cost.

Another company reports having food options that affordably close vitamin and mineral gaps for consumers in developing markets; it is also working with NGO partners, governments, and school districts to improve access to nutritious food.

Opportunities exist for additional quantification of the impact of member efforts, such as quantifying the proportion of a company's product portfolio that supports the sub-resolution for year-on-year comparisons.

#### SR 1.1 Monitoring process



#### Monitoring Progress

To support the tracking of membership progress against Health & Wellness Resolutions, CGF member companies should consider communicating:

- The proportion of company's product portfolio that supports the goal of healthier diets and lifestyles.
- The average number of price points available for each product type that supports the goal of healthier diets and lifestyles.

5.1.2 SR1.2 Reducing the overall energy, salt/sodium, sugars, saturated, and trans-fats content of our foods and beverages to help address public health priorities

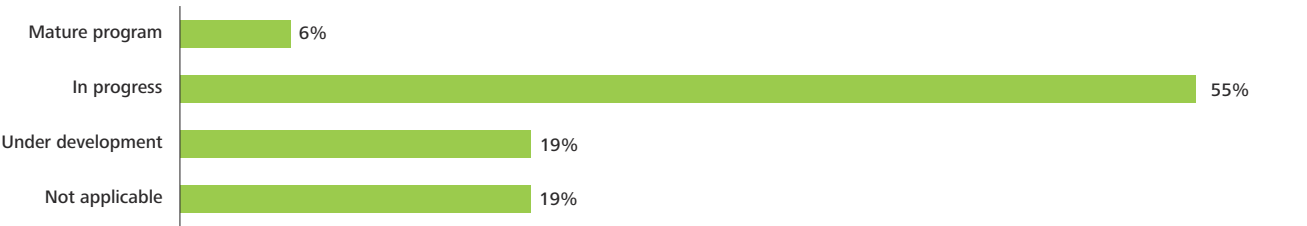
Food manufacturing companies are reformulating their products to address public health priorities. Improving the nutritional profile of products often involves reducing fats, sugar, and sodium while integrating whole grains, fibers, vitamins, and minerals. One company created a Research & Development platform for reformulation and to standardize the innovation process for the identification and production of products with an improved nutritional profile. The beverage industry also has committed to offering low calorie beverages.

Food retailers are contributing through efforts with their private brands. For example, in an effort to make products healthier, one company set a 2015 target to reduce sodium by 25 percent, reduce added sugars by 10 percent, and remove all remaining industrially produced trans-fats.

Another company discusses private brand efforts advocating health and best sourcing origin, with self-owned vegetable/fruit processing factories to provide more healthy food selections, a “non-sugar product shelf” in store, and use of a low salt/sugar recipe in the store’s deli.

Product reformulation is a continuous process; for example, one retailer mentions that private brand product categories associated with supporting healthier diets are reviewed at least once a year.

SR 1.2 Monitoring process



Monitoring Progress

To support the tracking of membership progress against Health & Wellness Resolutions, CGF member companies should consider communicating:

- The proportion of company’s product portfolio that has been reformulated.
- The proportion of overall sales represented by reformulated products.
- The percentage of products that has lower overall levels than in previous years.

5.1.3 SR1.3 Enhancing our products with respect to ingredients and nutrients that should be encouraged in the diet

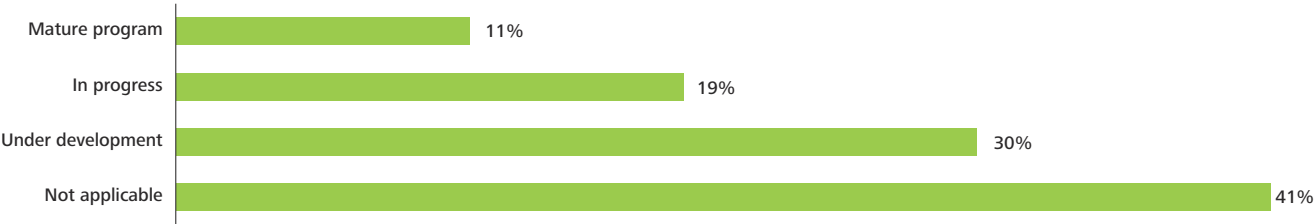
Food manufacturing and retail companies are reviewing and implementing opportunities not only to reduce ingredients with a negative impact on consumer health, but also to add nutrients or make ingredient substitutions that will increase the nutritional benefits of their products.

For example, one company discusses a goal to develop products with good sources of whole grains to provide beneficial nutrients and micronutrients such as fiber, protein, vitamins, and minerals. Endorsement of the Whole Grains Council through a seal incorporated in the packaging of these products provides consumers with knowledge about the amount of whole grains added to products. Similarly, vitamins and minerals are added to other product categories.

However, only four companies provided quantitative data, suggesting that measurement and reporting is still an important step for most members. One company states that 2013 marked the completion of its first inventory of the components of its private label portfolio. As such, the company previously did not have a baseline for comparison, but going forward, the nutritional declaration of private label products will become the baseline for future reformulation projects.

Opportunities for members to further support this sub-resolution include additional quantification of success stories and sharing of leading practices from past successes.

SR 1.3 Monitoring process



Monitoring Progress

To support the tracking of progress against Health & Wellness Resolutions, CGF member companies should consider communicating:

- The proportion of company’s product portfolio that has been reformulated.
- The proportion of overall sales represented by reformulated products.
- The percentage of products that has lower overall levels than in previous years.

5.1.4 SR 1.4 Seeking opportunities to address nutritional deficiencies of vulnerable populations

Food retailers are working in their communities to address the nutritional deficiencies of vulnerable populations by supporting nutrition campaigns, donating food, and collaborating with health programs. Food retailers also are working with nutritionists on their private brands to create healthy new products and assess existing products that can be reformulated to improve their health profile.

In addition, food manufacturers are reformulating their products to address these nutritional needs in targeted ways. One company states that it has developed products tailored to meet micronutrient deficiencies in specific regions of Mexico.

For example, aminochelated iron was added to biscuits commonly consumed by risk groups in the southeast region of Mexico where anemia problems have worsened, especially in rural areas. Furthermore, in collaboration with The National Institute of Medical Science and Nutrition Salvador Zubrian (INNSZ), this company also developed a white bread containing milk and vitamin A to provide nutrients such as calcium, vitamin D, and a mixture of vitamins (B1, B2, niacin, folic) and minerals (iron, calcium, zinc, iodine, phosphorus) important for a child’s growth and development. Since bread is accessible and highly consumed by the population, it is an ideal vehicle to deliver nutrients to consumers.

Despite the inclusion of a few strong case studies/examples in company responses, there is an opportunity for continued improvement in quantifying impacts to support progress against this sub-resolution.

5.1.4 SR 1.5 Developing product sizes for a range of consumer needs

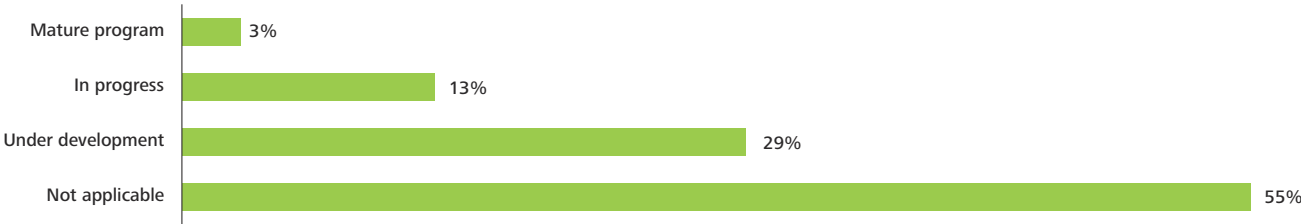
Very limited data was reported with regards to developing product sizes for a range of consumer needs.

One company discusses investment in deploying fridges that will increase product distribution and availability to all customers, especially those in lower income areas. These fridges will give consumers more choice by offering various pack sizes and the benefit of the full product range. Another company reports that consumers who want to reduce the calories they consume can choose from its continuously expanding portfolio of low- and no-calorie options as well as regular products in smaller portion sizes.

Building on the case study for this sub-resolution, one company reports that offering smaller pack sizes across a broader range of brands is a much bigger task, and there are some trade-offs in trying to meet social, economic, and environmental commitments. “For example, making products available in small-pack sizes and single-dose sachets brings quality brands to some of the world’s poorest consumers, but it also contributes to litter in markets where waste management infrastructure cannot always provide facilities for reuse and recycling.”

Opportunities exist for quantification of the impact of member efforts as well as sharing of leading practices from past successes.

SR 1.4 Monitoring process



Monitoring Progress

To support the tracking of membership progress against Health & Wellness Resolutions, CGF member companies should consider communicating:

- Commitments to labeling products that are fortified with micronutrients and targeting those products to consumers at risk of undernutrition.
- If there is a policy that states that, in countries where no national regulatory system exists, they will only use health and nutrition claims when those claims comply with international regulations (codex).



5.1.5 SR1.6 Promoting consumption of fruits and vegetables

Member efforts to promote consumption of fruits and vegetables include electronic and printed materials; access to recipes and meal plans; an Edible Teaching Garden and Culinary Arts Program to teach children about the nutritional value of fruits and vegetables; competitions on nutrition where children learn about the importance of eating fruits and vegetables; development of numerous products with fruit and/or vegetable servings; clear product labeling stating the number of portions in a serving; annual sales objectives for both fresh and processed fruits/vegetables; and dedicated store space in addition to “shelf space.”

Some of the challenges reported include the need for further education on healthy diets and lifestyles in certain markets; time needed for the health market to reach maturity in certain regions; taking shelf space from other products; more fresh buying and processing competency; and inherent risk associated with the price variation of crops (futures).

SR 1.6 Monitoring process



Monitoring Progress

To support the tracking of membership progress against Health & Wellness Resolutions, CGF member companies should consider communicating:

- The proportion of company product portfolio (if retailer: own brand) that contains fruits and vegetables.
- The proportion of overall sales represented by products that contains fruits and vegetables.

5.1.6 SR 1.7 Providing better access to personal care through public and private channels

Limited data is reported with regards to funding public or private channels for distribution of personal care products that are not readily available to consumers in certain markets.

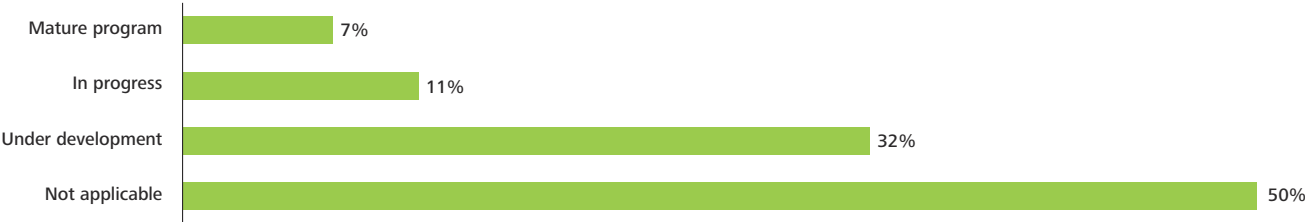
Examples of supporting activities include utilizing local traditional modes of transportation effectively to distribute to smaller towns; working with governments to distribute products through their networks; or utilizing non-profit networks within the countries. For example, MCX, an agri-information business in India, uses village post office networks to reach consumers without access to traditional distribution channels.<sup>2</sup>

One company provided a grant to the World Food Program (WFP) to address malnutrition by developing a locally-sourced, nutrient-rich, ready-to-use supplementary food; WFP will leverage its mass-distribution capabilities to assist those most in need of nutritional support.

Another company discusses activities focused on increasing availability through wholesalers, local distributors, and even partnerships with other companies that have direct distribution in the traditional trade point of sales ('Mom & Pop's').

Opportunities exist for quantification of the impact of member efforts as well as sharing of leading practices from past successes.

SR 1.7 Monitoring process



Monitoring Progress

To support the tracking of membership progress against Health & Wellness Resolutions, CGF member companies should consider communicating:

- Number of consumers reached by providing better access to personal care.
- Funding provided to public or private channels for distribution of personal care products when those products are not readily available to consumers in certain markets.

<sup>2</sup> <http://api.ning.com/files/7F9cfg8CZFvnNiJX3mMctEb7T9irbHxJmyocaXeCnXftBfLOJnLTITmTSuRBmLwzCzvv3vdZfFDkc8-0FyWj7ZuO7LepFA8P/InsiderDistributionchannelstothebaseofthepyramidMar13.pdf>

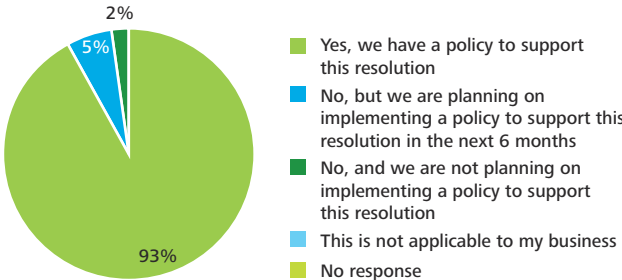
## 5.2 Resolution #2: Product information & responsible marketing

*We will provide transparent, fact-based information that will help consumers and shoppers make informed product choices and usages.*

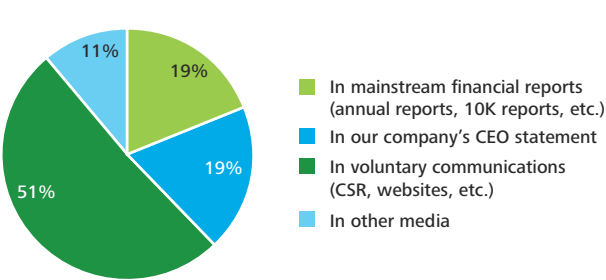
The CGF’s members have committed to providing their consumers and shoppers transparent, fact-based information that can be used to make informed product choices and usage decisions. This includes providing on-pack nutrition information, even when not mandated; committing to voluntary measures to ensure that advertising to children under the age of 12 years is only for products that fulfill specific nutrition criteria based on scientific evidence; and displaying clear product usage information.

Members have embraced this commitment with 93 percent of respondents reporting that they have a policy in place to support the resolution efforts and 86 percent of respondents have programs in place in support of the resolution. Two-thirds of the respondents have both a policy and programs in place to drive measurable results across their entire organization. These results are being measurably driven with two-thirds of those with programs reporting quantitative targets or goals by which they measure the success of their programs.

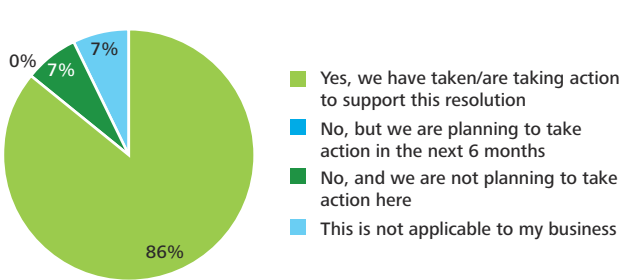
Policy implementation resolution #2



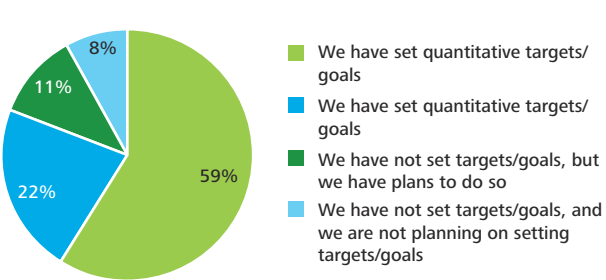
Policy communications resolution #2



Policy activation resolution #2



Program targets resolution #2



5.2.1 Providing globally, wherever feasible, on-pack nutrition information on products – for at least seven parameters: energy, carbohydrates, total sugars, protein, fat, saturated fats, sodium, and also for nutrients on which a nutrition or health claim is made. This will include per serving/portion and per 100 g/ml, if required, and may include the contribution to the diet as a percentage of the official daily intake guidance, where such values are available

Food manufacturing companies and retailers (private label brands) are working to provide nutritional information about their products in on-pack displays with 14 companies reporting that at least 75 percent of their products contain information for at least the majority of these parameters, and several companies reporting full compliance with front-and back-of-pack nutrition labeling requirements.

Most companies reference use of Guideline Daily Amounts (GDAs) to inform customers of calories, sugars, fat, saturates and, salt per portion of food, along with the percentage GDA for a typical adult. One company reported use of the Guiding Stars labeling program, which awards stars to products based on their nutritional profile. When nutritional information per serving (energy, carbohydrates, sugars, protein, fat, saturated fat, sodium, and any nutrient with a nutritional or healthy claim) is not possible due to space on the package, companies ensure that this information reaches consumers in other ways (e.g., websites).

Common exceptions for nutritional labeling include food cooked in-store and products where it would be impractical to add a label, such as herbs and spices. However, a few companies noted progress on the former following successful pilot efforts.

SR 2.1 Monitoring process



Monitoring Progress

To support the tracking of membership progress against Health & Wellness Resolutions, CGF member companies should consider communicating:

- Proportion of company product portfolio (if retailer: own brand) that contains on-pack nutrition information for all 7 metrics.

5.2.2 SR2.2 Displaying front-of-pack energy information (at minimum) on the front-of-pack in markets, where there is currently no specific recommendation for front-of-pack nutrition information

Manufacturers are going beyond specific recommendations in their efforts to display product information on the front-of-pack in markets where there is currently no recommendation for such information. Twelve companies have committed to provide nutrition data on the front-of-packs; this includes implementing voluntary nutrition labeling in geographies where it is not mandated. This effort is being led by manufacturers with retailers contributing through their private label brands.

Calories (energy), fat, saturated fat, salt, and sugars are frequently reported as being included on the front-of-packaging through GDAs. Facts Up Front, a U.S. front-of-pack nutrition labeling system that provides calorie, saturated fat, sodium, and sugar information, and the Daily Intake Guide in Australia are also reported. In addition, partnership with the Health Promotion Board is reported to include the Trans-fats Free logo, Healthier Choice Symbol, or GDA logo whenever possible.

Challenges reported for front-of-pack labeling systems include: nutrient levels being based on nutritional requirements for differing populations; budget and resources being focused on compliance with legal requirements; belief that it is a complicated concept for customers to understand and for individual companies to be expected to educate consumers; and the notion that a customer can only calculate intakes if he/she knows his/her personal daily nutritional requirements and if all products that are consumed in a day carry a GDA.

SR 2.2 Monitoring process



Monitoring Progress

To support the tracking of membership progress against Health & Wellness Resolutions, CGF member companies should consider communicating:

- Proportion of company product portfolio (if retailer: own brand) that features this labeling.
- Commitments to provide nutrition data on the front-of-packs, and to use front-of-pack (FOP) symbols or labeling schemes.



5.2.3 Acknowledging that there are other existing front-of-pack labeling systems in various parts of the world – particularly those supported by local governments – we will work synergistically with other on-pack information

In general, most companies report using multiple labeling systems depending on the geographic region where they are located. As previously discussed, 12 companies have committed to provide nutrition data on the front-of-packs through GDAs, the FSA traffic light color coding scheme, Facts Up Front, the Daily Intake Guide, healthier choice symbol, etc. Most companies report full compliance with laws and regulations in every country where products are marketed.

To ensure that packaging containing nutritional information is in accordance with applicable regulations, one company reports having a procedure to review information on product packaging as well as for validation of any health or nutritional claims. Where no regulations exist, the company is governed by international regulations (Codex) or the highest regulatory standard among all countries of operation.

The most frequently reported challenges are varying regulations by region, differing nutritional guidelines and targets across the globe, and varying consumer needs.

SR 2.3 Monitoring process



Monitoring Progress

To support the tracking of membership progress against Health & Wellness Resolutions, CGF member companies should consider communicating:

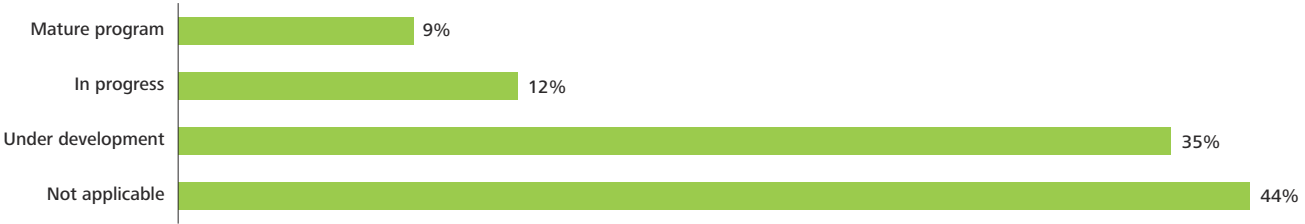
- Proportion of company product portfolio (if retailer: own brand) that features this labeling.
- Commitments to provide nutrition data on the front-of-packs, and to use FOP symbols or labeling schemes.

5.2.4 Committing to voluntary, company-specific measures to ensure that any advertising to children under the age of 12 years is only for products that fulfill specific nutrition criteria based on scientific evidence and/or applicable national and international dietary guidelines or not advertising at all on media directed to children under the age of 12 years

Seven companies report that they advertise on media directed to children under the age of 12 years. However, members are working to ensure compliance with this issue with many being able to measure their compliance through third-party organizations and ethical frameworks.

Several companies state that they do not advertise at all to children under the age of 6, and only products that meet nutrition criteria or encourage healthy diets and lifestyles are advertised to children under the age of 12 (ages 6–11). Media buying agencies purchase television advertising based on analysis of historic audience composition data.

SR 2.4 Monitoring process



Monitoring Progress

To support the tracking of membership progress against Health & Wellness Resolutions, CGF member companies should consider communicating:

- Company compliance with its policy (potentially as audited by our external agency (e.g., IFBA, Canadian SRO, or EU Pledge).
- Percentage of products that meets restrictions that would allow them to be marketed to children under the age of 12 years.

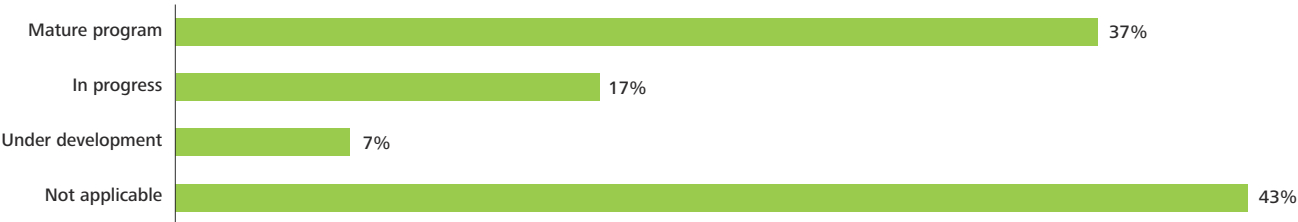
5.2.5 SR 2.5 Displaying clear product usages on packaging

Personal care product manufacturing companies and retailers (private label brands) are working to provide product usage information for their products in on-pack displays with 12 companies reporting that at least 75 percent of their products contain information, and several companies reporting that their entire portfolio contains clear product usage information.

In addition to increasingly being able to identify the inclusion of product usages on packaging, members are able to quantify the percentage of their products where this information is provided.

Opportunities for members to further support this sub-resolution include additional quantification of success stories and sharing of leading practices from past successes.

SR 2.5 Monitoring process



Monitoring Progress

To support the tracking of membership progress against Health & Wellness Resolutions, CGF member companies should consider communicating:

- The percentage of products that currently displays clear product usages on packaging.
- Percentage of sales represented by these products compared to overall product sales.

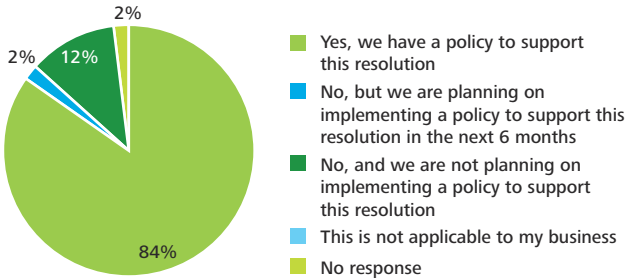
### 5.3 Resolution #3: Communication & education about healthier diets and lifestyles

*We will use communication and educational programs to help raise consumer awareness on health & wellness and energy balance to inspire healthier diets and lifestyles.*

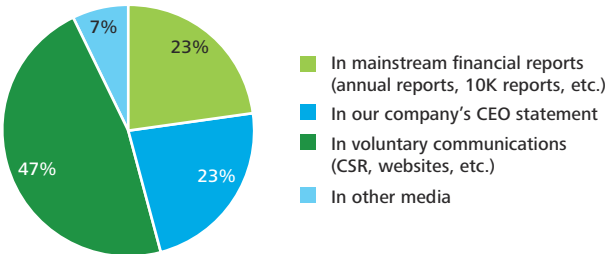
The CGF’s members have committed to inspiring healthier diets and lifestyles for their consumers by using communication and educational programs to raise awareness of health and wellness and energy balance issues. This includes forming partnerships with communities and healthcare professionals, providing opportunities for consumers and employees to lead healthier lives, offering smoke-free environments, supporting consumers in becoming more physically active, promoting physical and mental health, promoting healthy skin, encouraging self-confidence through positive body image, and advancing community wellness through health literacy.

Members have embraced this commitment: 84 percent of respondents report that they have a policy in place to support the resolution efforts, and 93 percent of respondents have programs in place in support of the resolution. While policies are being communicated at the highest levels with one-third of respondents reporting their policy in mainstream financial reports and one-third reporting their policy through CEO statements, only less than two-thirds of the respondents have programs in place that are applicable across their entire organization. However, three-quarters of those with programs report targets or goals by which they measure the success of their programs.

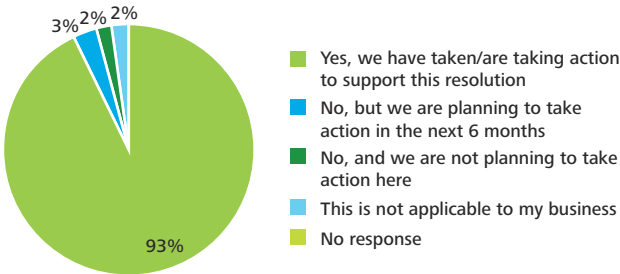
Policy implementation resolution #3



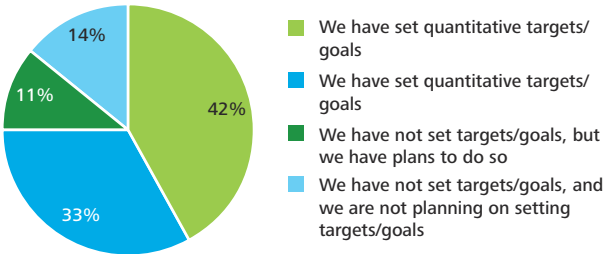
Policy communications resolution #3



Policy communications resolution #3



Program targets resolution #3



5.3.1 SR 3.1 Providing opportunities for consumers and employees to lead healthier lives, including smoke-free environments and employee wellness programs

Members report that more than 500,000 employees and millions of consumers have been reached by programs that allow them to lead healthier lives.

Employee wellness programs, designed to develop and sustain healthy behaviors among employees to improve their overall quality of life, often vary by country so needs can be met while complementing (but not duplicating) services and coverage offered by government-run programs. Example initiatives include: smoke-free environments; on-site fitness centers or discounted gym passes; organized programs/sporting events to encourage exercise; balanced diet options offered in cafeterias/canteens; regular health check-ups; on-site medical centers; preventive screenings and treatment; sponsored Weight Watchers meetings; massage sessions to reduce stress; programs on smoking cessation and responsible drinking; and education programs on health, nutrition, and exercise.

Consumer wellness programs, several of which follow recommendations of the 2004 WHO Global Strategy on Diet, Physical Activity, and Health, include: partnerships with suppliers to raise awareness of healthy eating; product reformulation and product innovation; sponsored sporting events; education around healthier food and lifestyle choices delivered by health professionals; access to general information on nutrition, wellness and health care on websites and social networks; and stakeholder engagement programs (e.g., government, NHS, NGOs) to support the health of consumers.

There is an opportunity for continued improvement in quantifying impacts to support progress against this sub-resolution.

SR 3.1 Monitoring process



Monitoring Progress

To support the tracking of membership progress against Health & Wellness Resolutions, CGF member companies should consider communicating:

- The percentage of worksites that have access to programs to provide opportunities for consumers and employees to lead healthier lives, including smoke-free environments and employee wellness programs.
- The number of employees that has been reached by these programs.
- The number of consumers that has been reached by these programs.



5.3.2 SR 3.2 Encouraging and supporting consumers of all ages to make informed choices and become more physically active

Manufacturer and retailers report that approximately 35 million consumers have been reached by programs that help them make informed choices and become more physically active.

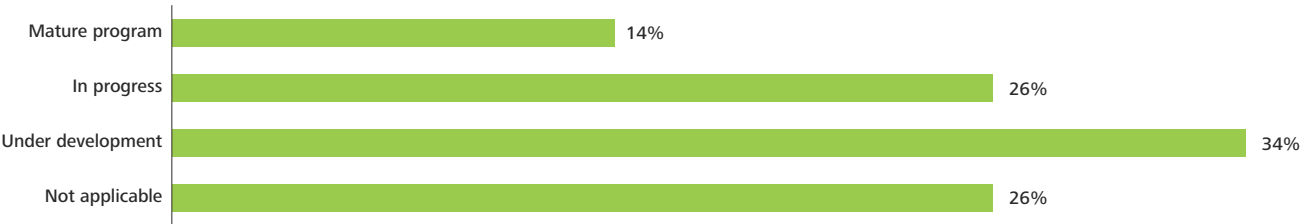
To help consumers make informed choices, one company reports that access to independent, expert, personalized, and confidential information is available through Consumers Medical Resources via their Medical Decision Support™ program.

Another company reports using its extensive reach, expertise, and position of trust with customers to help them make positive changes to their lives. The company signed the Department of Health Public Health Responsibility Deal (PHRD) in recognition of the vital role it can play in improving people’s health and encouraging people to adopt a healthier diet and become more physically active.

Furthermore, the company’s communication media includes point-of-expert advice and leaflets in all stores, Health & Beauty Magazine, its website and Parenting Club, and the WebMD library of peer-reviewed information. The communications aim is to inform customers about sun protection, smoking cessation, moderate alcohol consumption, achieving energy balance (i.e., weight management) and the importance of a healthy balanced diet and physically active lifestyle.

Increased quantification and program development are opportunities for future growth.

SR 3.2 Monitoring process



Monitoring Progress

To support the tracking of membership progress against Health & Wellness Resolutions, CGF member companies should consider communicating:

- The number of consumers that has been reached by programs to encourage and support consumers of all ages to make informed choices and become more physically active.

5.3.3 SR 3.3 Promoting overall physical and mental health (both cognitive and emotional)

Members are working to promote the overall physical and mental health of their employees and their consumers.

Members report a number of initiatives aimed at their employees including company gyms; staff canteens filled with healthy food choices; staff development models that allow a high level of independence in making career decisions; regular staff health check-ups; and programs designed to allow career flexibility.

On the consumer side, programs include smoke-free shopping environments; product reformulation; physical fitness outreach programs; partnerships with physicians and schools to educate children in healthy lifestyles, and free dental screenings.

Opportunities exist for quantification of the impact of member efforts as well as sharing of leading practices from past successes.

SR 3.3 Monitoring process



Monitoring Progress

To support the tracking of membership progress against Health & Wellness Resolutions, CGF member companies should consider communicating:

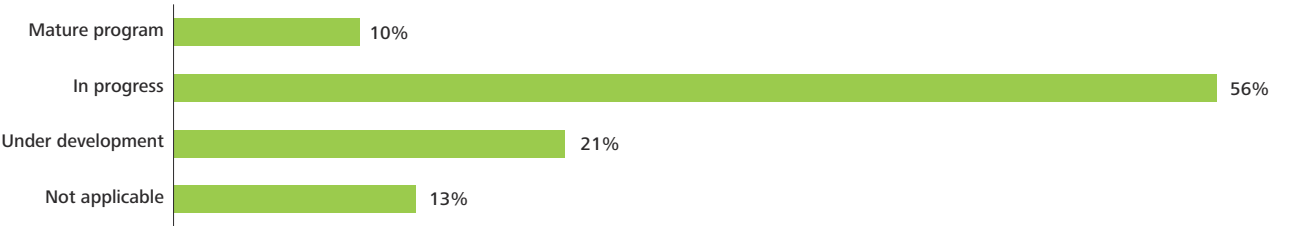
- The percentage of employees are enrolled in company health and wellness programs.
- The level of involvement in decision making around the design and improvement of employees; work at each level in the company.

5.3.4 Supporting public health and civil society initiatives that promote active, healthy living, particularly informing consumers about good hygiene as well as achieving energy balance through healthier diets and lifestyles and increased physical activity

Both manufacturers and retailers report numerous nutrition education and physical activity programs worldwide, and millions of people have participated in these programs.

Some initiatives described by one company include “Healthy Family,” which recommends healthy diet solutions for all family members; and “Champion Life,” put forward at the background of world/nationwide sports games, which introduces fitness knowledge and champion lifestyles to encourage people to exercise.

SR 3.4 Monitoring process



Monitoring Progress

To support the tracking of membership progress against Health & Wellness Resolutions, CGF member companies should consider communicating:

- The number of initiative: Supported by the company.
- The number of organizations that the company engages with around this issue.

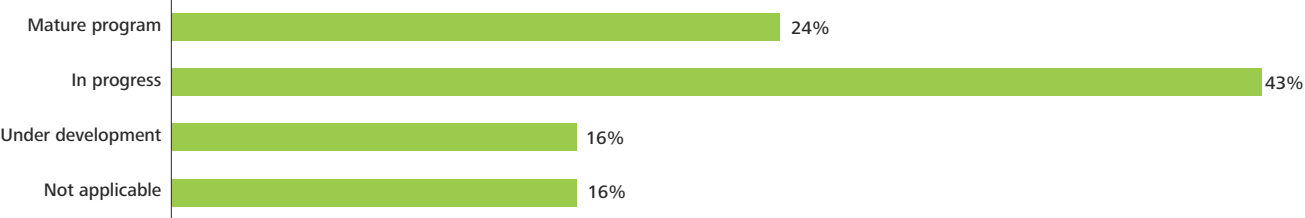
5.3.5 Partnering with school communities, on request, including parents, educators, and authorities to provide information that supports developing habits of sensible, balanced diets, good hygiene, and regular physical activity

Members have at least 17,000 school partnerships and have reached more than 53 million children to provide information that supports developing habits of sensible, balanced diets, good hygiene, and regular physical activity.

Numerous initiatives are reported to improve the health of children by reducing childhood obesity and hunger; providing access to nutritious and fresh foods as well as safe places to play, exercise, and walk; providing hygiene products and education to help build healthy habits and self-esteem; providing nutrition education (prenatal to adult), and increasing community engagement. Health and wellness initiatives and education campaigns often include physical and on-line teaching support with interactive learning tools and games.

For example, one company discusses “Health in Action,” a school-based program to educate children and their families on good nutrition, healthy lifestyles practices, and preventive health, hygiene and sanitation measures by training teachers, cafeteria workers and community organizers in creating home, community and school gardens to provide nutritious school lunches, improve people’s access to fresh produce and educate them on the importance of a healthy diet. Another company discusses an oral health initiative where children receive free dental screenings, hygiene products, and education. Another reported example includes partnership with the National Football League’s national youth health and fitness campaign, which focuses on increasing the wellness of young fans by encouraging them to be active for at least 60 minutes a day.

SR 3.5 Monitoring process



Monitoring Progress

To support the tracking of membership progress against Health & Wellness Resolutions, CGF member companies should consider communicating:

- The number of partnerships to conduct health promotions.
- The number of school communities partnered with to conduct health promotions.
- The number of children reached by these partnerships.

5.3.6 SR 3.6 Promoting healthy skin through UV protection (suntan and practices)

Members have examined more than 75,000 people for skin cancer in at least 18 countries in support of their promotion of healthy skin through UV protection.

Numerous initiatives are reported to educate consumers and children about the risks of skin cancer and the need for UV protection. Members have partnered with more than 2,500 doctors in these initiatives.

They have launched informational websites that have reached more than 500,000 unique visitors in 25 countries since their launch in 2010 and also have developed a smartphone app that has more than 30,000 downloads.

Opportunities continue to exist for quantification of the impact of member efforts as well as sharing of leading practices from past successes.

SR 3.6 Monitoring process



Monitoring Progress

To support the tracking of membership progress against Health & Wellness Resolutions, CGF member companies should consider communicating:

- The percentage of advertising spend devoted to promoting skin protection.
- The percentage of shelf space dedicated to products that promote healthy skin protection.

5.3.7 SR 3.7 Encouraging self-confidence through healthful practices and positive body image

Members report numerous programs that encourage self-confidence in their employees and customers through development of healthful practices and positive body image.

Programs have been developed around the world to develop self-confidence. For example, in Latin America and Asia, “Little Explorer” campaigns show children exploring the world with self-confidence; in Africa, the “I am Dark and Lovely” brand campaign helps reinforce self-confidence for its consumers.

Within advertising, several companies noted that they choose their actors to represent the broad social spectrum that they are advertising to with companies recruiting real women to represent their product.

Opportunities continue to exist for quantification of the impact of member efforts as well as sharing of leading practices from past successes.

SR 3.7 Monitoring process



Monitoring Progress

To support the tracking of membership progress against Health & Wellness Resolutions, CGF member companies should consider communicating:

- The number of consumers and/or community members reached through initiatives.
- The percentage of actors used in all advertising forms with a BMI that falls between 18.5 and 25, as that is considered healthy.

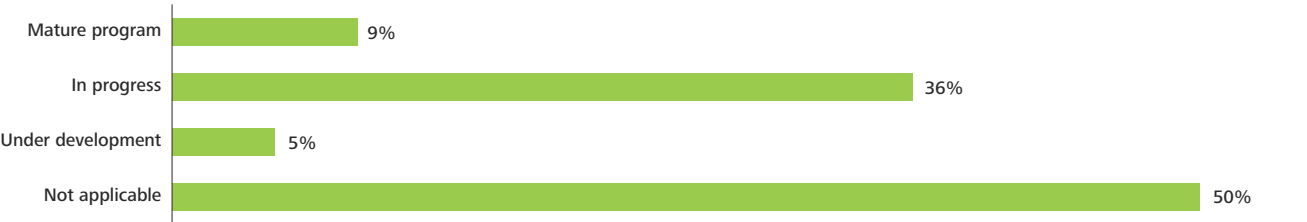
5.3.8 SR 3.8 Partnering with healthcare professionals to encourage prevention

Members have reached more than 1,200,000 consumers through more than 3,300 partnerships with healthcare professionals.

Partnership examples include: implementing well-being programs delivered by health professionals to provide customer and employee education around healthier food and lifestyle choices; providing access to dietitians and nutritionists to provide expert guidance on nutrition and healthy eating; collaborating with dentists to provide free dental screenings (or reconstructive surgeries) and education; collaborating with medical centers to offer employees free-or low-priced health care prevention screenings, such as cancer tests, allergy tests, and general check-ups; partnering with the European Cancer League to provide guidance to consumers with regards to behavior in the sun; and forming close relationships with national, regional, and international dermatologist associations for examination and diagnosis of skin cancers.

Specific examples reported by one company include: bringing together external, independent nutrition experts and education specialists to collate and disseminate food and nutrition guidelines for school breakfast clubs; initiating a “Make Time for Breakfast Pledge” – a multi-stakeholder campaign representing teachers, physicians, dietitians, and the European Breakfast Cereal Association; supporting nutrition professionals with relevant tools, programs, and education; sponsoring a number of presentations at gatherings of the world’s leading dietitians, nutritionists, and nutrition science researchers; and launching of an iPhone application to give consumers a tool to make better decisions about their food and health.

SR 3.8 Monitoring process



Monitoring Progress

To support the tracking of membership progress against Health & Wellness Resolutions, CGF member companies should consider communicating:

- The number of healthcare professionals included in the partnerships to encourage prevention.
- The number of people reached through partnerships to encourage prevention.



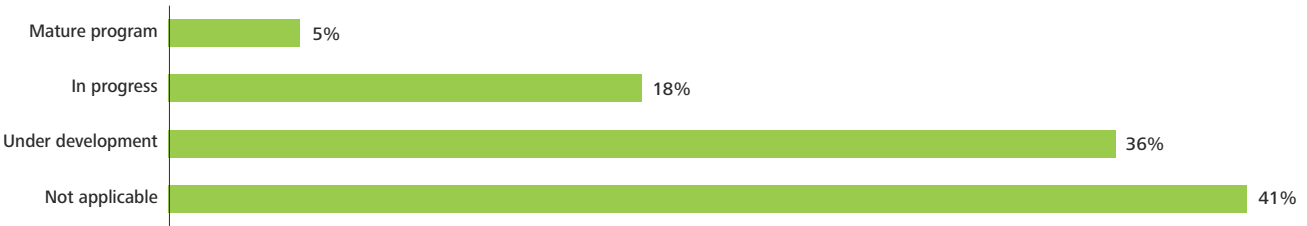
5.3.9 SR 3.9 Advance community wellness thorough health literacy, education, and promotional initiatives that increase public understanding of basic health indicators and how to effectively access health resources

Members have announced grants of more than \$95 million in advancing community wellness through health literacy, education, and promotional initiatives that increase public understanding of basic health indicators and how to effectively access health resources.

These grants reach more than 300,000 people around the world with programs that help increase access to healthy food and improve nutrition education at schools, expand nutrition and health programs at free clinics, enhance obesity screening and nutritional counseling for low-income children, support community health festivals, deliver healthy living education to youth, help low-income families learn how to shop healthy on a budget, and encourage healthy nutrition practices and prevent chronic disease.

Opportunities continue to exist for quantification of the impact of member efforts as well as sharing of leading practices from past successes.

SR 3.9 Monitoring process



Monitoring Progress

To support the tracking of membership progress against Health & Wellness Resolutions, CGF member companies should consider communicating:

- The support for formal academic training in nutrition through funding of university chairs, departments, post-doctorates, PhD, or Masters students.
- The support provided for health literacy programs.
- The support provided for health promotional initiatives.
- The number of people reached by these partnerships.

## 6.0 Path Forward & Next Steps

### Future evolution of this report

This report, and the process of assimilating the information that formed it, is a pilot involving just the CGF Board companies. Going forward, the CGF intends to issue the survey annually with a wider scope of companies. It is anticipated each future iteration also will carry with it refinements based on prior experience in the practicality and usefulness of both measurements and techniques. It is anticipated as well that the scope of progress reporting will change as new challenges in health and wellness emerge and old ones subside. At its most basic level, however, this report and its intended evolution will provide a platform from which to monitor actions to implement the CGF's Resolutions.

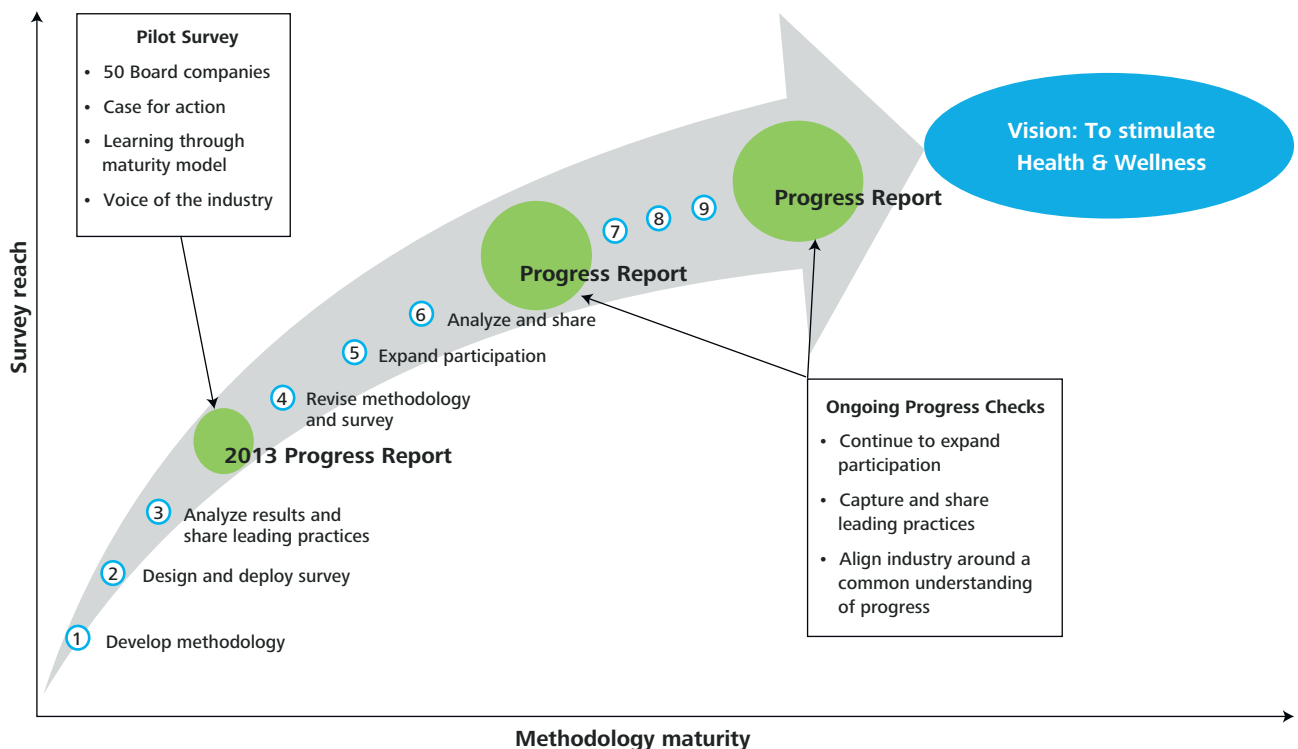
### Progress Report – Vision

The approach is an annual process for building a mature methodology that aligns industry reporting on progress with health and wellness initiatives.

### Next steps

The three most immediate steps following the collection and assimilation of survey results are:

- Refine the survey based on feedback from the CGF Board member participants and based on the project team's experience of what survey techniques and questions were practical and useful.
- Extend the refined version to CGF members beyond the Board group, for next iteration of progress assessment.
- Communicate with external stakeholders regarding findings and future directions.



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AFGC (Australian Food and Grocery Council)  
AIM (European Brands Association)  
AnTad  
ConMexico  
ERRT (European Retail Round Table)  
EuroCommerce  
FCPC (Food and Consumer Products of Canada)  
FIA (Food Industry Asia)  
FMI (Food Marketing Institute)  
FDE (FoodDrinkEurope)  
GMA (Grocery Manufacturers Association)  
NACDS (National Association of Chain Drug Stores)  
RCC (Retail Council of Canada)

### About The Consumer Goods Forum

The Consumer Goods Forum (CGF) is a global, parity-based industry network, driven by its members. It brings together the CEOs and senior management of more than 400 retailers, manufacturers, service providers, and other stakeholders across 70 countries and reflects the diversity of the industry in geography, size, product category, and format. Forum member companies have combined sales of EUR 2.5 trillion. Their retailer and manufacturer members directly employ nearly 10 million people with a further 90 million related jobs estimated along the value chain.

The Forum, through its vision “Better lives through better business,” has been given a mandate by its members to develop common positions on key strategic and operational issues affecting the consumer goods business, with a strong focus on non-competitively sensitive process improvement. The Forum’s success is driven by the active participation of the key players in the sector, who together develop and lead the implementation of best practices along the value chain.

For more information, please visit:  
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