

Collaboration for Healthier Lives: Healthy China, Nutrition First

Healthier Diets, the Cornerstone of Immune Health





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About CHL

The Consumer Goods Forum (CGF) Coalition, Collaboration for Healthier Lives (CHL), is about making it easier for people around the world to adopt healthier lives for themselves and their families. It's about making healthier decisions easier and habitual for people in every community around the world. It is a global movement led by manufacturers, retailers, public health authorities and local communities, delivering local movements in communities worldwide. There are currently nine CHL initiatives running across 14 countries.

As a collective, members of the CGF, and their partners, are exploring, experimenting, innovating and evolving business models to support positive change, while sharing data and knowledge at scale, cross-industry. Health is not a competitive advantage; it's a basic necessity. And, it's clear no company can solve this issue alone. Collaboration is needed at scale and across sectors if the consumer goods industry is to play the necessary role in the health and wellbeing of people.

Wai-Chan CHAN
Managing Director,
The Consumer Goods Forum



About CHL



Collaboration for Healthier Lives is a global movement led by manufacturers, retailers, public health authorities, local governments and communities. Its mission is to empower people to lead healthier lives while creating shared value for business and communities.



14 Countries
100+ Companies



Qin Li
Assistant to Chairlady,
New Hope Liuhe; CHL
Global Steering
Committee Member

CHL - start with local,
aim for global.



Sharon Bligh
Director, Healthier Lives
The Consumer Goods Forum

We are empowering
people to live
healthier lives,
globally.

The CHL initiative was created
by the global Health &
Wellness Steering Committee

2018

The CHL Coalition of Action
was launched on World
Health Day

2020

2010

Health Strategy was
approved by CGF Board

2019

CHL Coalition of Action (CoA) was
approved by the Governance
Committee in December

The CHL CoA focuses on three areas::



Inspiring healthier behaviours in stores, online, and in communities.



Building upon digital innovations and data sharing, to enable new business models.



Enabling healthy workforces, by implementing Employee Health & Wellbeing programmes

About ‘Healthy China’ Initiative

“Healthy China 2030 ” Outline- Blueprint & Guideline 2016*

In July 2019, the Chinese State Council announced the **Healthy China Initiative**, focusing on disease prevention and health promotion. The guidelines issued on how to implement the initiative include 15 special campaigns to intervene in health influencing factors, protect full-life-cycle health and prevent and control major diseases.

Based on the 15 campaigns, the CHL China Steering Committee focused their initiative on **“Healthier Diet: Three Reductions (Reduce Salt, Oil and Sugar)”** to carry out a series of in-store and digital activities.



* Release date; **Validity period



About CHL China



With the guidance of the Global Steering Committee and the "Healthy China 2030" outline, the CHL China Steering Committee was formally established in April 2019. In collaboration with Chinese retailers and manufacturers, the team planned to design and implement the Chinese chapter of CHL.

Based on the experience and resources of local manufacturers and retailers and with the guidance of the CHL China Co-Chairs, Nestlé China and Carrefour China, local retailers Sun-Art (RT-Mart, Auchan China) and Carrefour China led the “Healthy Guide Shelf” in-store activities in September 2019.

The CHL initiative was officially launched in China in October 2019 and in light of COVID-19, healthier lifestyles have become priorities for consumers.

In May 2020, during National Nutrition Week, CHL China launched a series of "One for Good" activities to promote education on nutrition and healthier baskets.

The “Healthy Guide Shelf” has had a positive impact and more activations including digital, are planned to impact at scale in the future.



CHL China - Our Members

Co-Chairs:



Duncan DU
Head of Nutrition Health & Wellness, Nestlé China
Co-Chair, CHL China

10
Retailers



9
Manufacturers



2
Academic & Pro-bono Partners



Professor
Junshi CHEN

CHL China (October 2020)

Type	Now	Add (Refer to 2019)
Retailer & Platform	10	4
Manufacturer	9	1
Academic & Pro-bono Partner	1	0

Joined in 2020

About CHL China – Our Actions

11 May 2019

First CGF China Health & Wellness workshop in Beijing



3 April 2019

H&W China Steering Committee kick-off meeting



Sept-Oct 2019

First Pilot



13 stores in 6 cities

5 August 2019

Workshop for CHL Pilot in Shanghai.



Decided to focus on “Healthier Diet” and “Three Reductions”

15 January 2020

2020 CHL Planning Meeting



Collaboration was confirmed on National Nutrition Week

29 October 2019

CGF China Day - Official Launch of CHL China



Reported to the CGF China Board for the first time

Collaboration for Healthier Lives

2 goals:

- Raise awareness
- Drive healthier baskets

May 2020

“One for Good” launched on National Nutrition Week



A1: Health Guidance Shelf



Kelly Zhang
Manager
Carrefour China
Institute for Food
Safety, Nutrition and
Health and National
laboratory

Suning Carrefour always takes food safety, nutrition and health as the basic action criteria and actively pays attention to consumers' nutrition and health.

In collaboration with CHL, the 'Health Guidance Shelf' set up in Carrefour stores will disseminate core nutrition education in multiple channels and different ways, with science as the leading role, to convey the concept of healthy life and secure consumption to consumers.

In order to popularise the concept of healthy lifestyles and safe consumption, Carrefour China, in collaboration with CGF China, the Chinese Nutrition Society, China Chain Store & Franchise Association, took the lead in six stores in Beijing, Shanghai, Shenyang, Chengdu, Wuhan and Shenzhen to set up a **one-year "Health Guidance Shelf"**, which is displayed on two dedicated shelves and where products contain reduced salt, oil, and/or sugar, as well as whole grain and pure formula products. The categories involve soy sauce, biscuits, beverages, cereals, vinegar and others.

Following guidance from the authorities, the **"Health Guidance Shelf"** aims to encourage and guide consumers to **be active and eat healthier, balancing physical exercise and diet to maintain health.**

Carrefour China also set up online activities under the theme of **"protecting health"**, directly reaching 20 million online customers. Based on location, customers can directly click on the homepage to see the products on the **"Health Guidance Shelf"** of physical stores and then buy them online.

Since September, we have carried out three phases of activities in six stores. **Sales of "Health Guidance Shelves" have increased by an average of 24% year-on-year and 12.7% month-on-month.**



Since August, **"Health Guidance Shelves"** have been set up in **21 stores** in Beijing reaching more consumers. From August to September, sales of **"Health Guidance Shelves"** in Beijing had a positive performance. **An increase of 36.22% year-on-year, and an increase of 8.13% month-on-month.**

The **"Health Guidance Shelves"** initiative was set up with the aim to improve healthier lifestyles by understanding scientific consumption of consumers. It also shares the concepts of quality, science, and health, which is part of the consumer mindset. We also hope to guide healthy consumption and build a trustworthy business environment **through the combination of "Health Guidance Shelf" and regular sales promotion.**

Currently, the **"Health Guidance Shelf"** carried out by Carrefour China has become a model of **"warm consumption"** by the China Consumers Association, leading the industry's efforts to promote healthy consumption.



A2: Health Guidance Shelf



大润发倡导健康新“食”尚，健康为你
大润发 3天前

Sun-Art (RT-Mart, Auchan China) took the lead in the pilot with the theme **“Healthier Diet, Three Reductions”**. The products including ‘Reduced Salt, Oil & Sugar’ were selected in accordance with the national, mandatory standards for nutrition labelling on packaging (GB28050) and categories included biscuits, beverages, cereals and oatmeal.

From September to October 2019, Sun-Art (RT-Mart, Auchan) launched pilot activities in 10 stores in 5 regions.

Consumers were able to choose healthier products in different categories from supermarket displays and showed interest in "healthy" consumption, based on the consumer survey conducted during the same period.

In May 2020, “Healthy Guidance Shelf” activities took place in 10 stores. With the official WeChat and Alipay platform push, the event reached 40 million consumers. **Sales increased by 39.6% month-on-month and 48.3% year-on-year.**

Since October 2020, “Healthy Guidance Shelf” activities took place in 11 Sun-Art(RT-Mart, Auchan) . **Two dedicated centralised displays are currently being evaluated.** The exposure reached 40 million customers through the official online WeChat, Alipay platforms, and 11 stores.



健康新“食”尚

健·康·为·你

健康新“食”尚，大润发携手消费品论坛（CGF）推出“健康为你 One For Good”活动，提倡全民健康生活方式，传递给顾客合理的膳食理念。



随着当今社会慢性疾病的增多，人们逐渐开始注意饮食上的健康。而盐、油、糖和我们的生活息息相关，健康的膳食除了需要一日三餐合理搭配，还应注意少盐、少油、少糖，日常饮食别做重口味，“三减”才健康。

日常生活如何做到“三减”？

选择“三减”食品

减油	减盐	减糖
----	----	----

减盐

- 《中国居民膳食指南（2016）》推荐，健康成年人每人每天食盐摄入量不超过6克，烹饪时控制总量。
- 购买食品时，阅读营养成分表，尽可能选择“低盐”、“少盐”或“无盐”标识的食品。

减油

- 《中国居民膳食指南（2016）》推荐，健康成年人每人每天烹调用油量不超过25-30克。
- 建议少用油炸方式烹调食物，尽可能选择不油或少量用油的方法。
- 减少动物性脂肪的摄入，或用植物油代替，使用植物油建议不同种类交替食用。

减糖

- 《中国居民膳食指南（2016）》推荐，成年人每人每天添加糖摄入量不超过50g，最好控制在25g以下。
- 烹饪过程少加糖。

让我们一起关注健康，加入“减盐、减油、减糖”的行列，合理膳食，提高自身免疫力。

A3: Health Guidance Shelf

In July 2020, BHG joined the CHL China Steering Committee, and based on the experience of other companies, the "Health Guidance Shelf" was officially launched in BHG stores in August. 197 SKUs in 18 categories were selected, and were divided into "low-sugar, low-fat, reduced-sodium, grains", according to their healthy elements and displayed on dedicated shelves.

In August 2020, the "Health Guidance Shelf" was officially launched in two Beijing stores. The official WeChat account released related activities and there are more than 15,000 readers. As of mid-September sales of low-fat, reduced-sodium, grains, and low-sugar products have significantly increased.

Sales (8.16-9.14)



Avg QOQ	Low-fat	Reduced-sodium	Grains	Low-sugar	Sugar-free drinks
+6.35%	+43.12%	+29.75%	+24.52%	+11.1%	-6.7%



The 1st store
Shunyi Jinjie Store



The 2nd store
Chenghui Road Store

The first "Health Guidance Shelf" communication was published in September 2020.

为提供实现健康膳食
营养均衡的解决方案
北京华联生活超市推出



BHG打造专属商品区

推出谷类制品、豆类制品、乳及乳制品、坚果和籽类
(籽类包含: 奇亚籽、亚麻籽, 含有丰富的钙、维生素等营养素)
为您的生活提供全新的健康选择!

清淡、健康的饮食

不仅在食材选择上要保证饮食多样化、营养均衡
更重要的是在烹饪方法上

做到少盐、少油、少糖, 食用合格碘盐

BHG continues to be committed to popularising healthy food, healthier lifestyles and health education to more consumers. It plans to extend the "Health Guidance Shelf" to more stores.

A4: Health Guidance Shelf



The digital platform **Ele.me** is primarily involved in supermarkets and takeaway delivery. In response to the theme and spirit of "Healthy China 2030" and in line with promoting the "Three Reductions" on the platform, they implemented an online version of the health shelves.

In May 2020, the "Healthier Diet, One for Good" shelf page was launched with discounts on related health products. It promotes healthier consumption and lifestyle. The 'One for Good' page has received 5.4 million clicks since its launch.

The digital "Health Guidance Shelf" can reach more consumers directly, and online assistance accelerates the promotion and popularisation of "Healthy Shelves".



B1: Community Education Programme



In order to improve consumer health literacy, advocate the concept that **everyone is responsible for their own health**, and take practical actions to promote the construction of healthy China, the National Health Commission launched the special action of "Three Reductions and Three Healthier" from 2018, and the week of **15th-21st September** was declared the **salt reduction publicity week**.

As a key advocate of healthier lifestyles, Carrefour China has actively participated in educational events. In **September 2019**, it collaborated with Nestlé China, Mondelēz China, Danone China, and Beijing Daxing Dandelion Middle School to promote "One for Good" and educate consumers on the "Three Reductions and Three Healthier" theme.

In **September**, the student education programme of "Three Reductions and Three Healthier" was launched in Carrefour Shuangjing Store. **Expert nutrition lectures**, talked about understanding nutrition labels, **"health by me" in-store shopping**, and experts commented on healthier baskets to educate students on how to choose healthier foods. They also introduced the **"Five laps" game** to raise awareness and provide a better understanding of high blood pressure.

Carrefour China and Daxing Dandelion Middle School have collaborated in several knowledge popularisation activities to enrich students' classes and promote healthier eating habits for more families. Due to the impact of the Covid-19, the event did not take place in 2020, but the feedback from everyone involved is positive.



B2: Community Education Programme



Chronic diseases are on the rise and significantly impact the health of the elderly. Sun-Art (RT-Mart, Auchan) has been actively involved in providing health education, based on the special "Three Reductions" activities devised by the National Health Commission.

Around the Double Ninth Festival, a traditional Chinese holiday to visit the elderly, **Sun-Art(RT-Mart, Auchan)** held **two lively workshops on "Three Reductions" public welfare activities** at the Double Ninth Festival in Shanghai Cultural Jiayuan Community and Yinxing Yicun Community. During these activities, staff introduced tips to choose nutritious foods by providing information on nutrition labels, and some key nutrition knowledge, such as daily food intake and dietary structure and how to **choose "Reduced Oil & Salt & Sugar" foods in their daily life.**

Feedback from participants was positive, saying they would share the concept of healthy "Three Reductions" with their family and friends.

Under the call of the National Health Commission and in collaboration with the CGF, Sun-Art (RT-Mart, Auchan) will promote health knowledge to the public, and the implementation of "Three Reductions" and "Healthy China".



C: Nutritionist Livestream



Livestream platforms have significantly increased since the Covid-19 outbreak and we are experiencing the 'National Livestream Era'.

Carrefour China and Freshippo pioneered **the combination of shopping and nutritional knowledge education scenarios to guide consumers in choosing healthier products.**

In May, Carrefour China and Suning Tesco launched 6 livestreams in 6 cities including Beijing, Shanghai, Shenyang, Chengdu, Wuhan, and Shenzhen. During the livestream, nutritionists interacted with consumers on topics such as "healthier diets", "immunity improvement" and "three reductions", which attracted close to **22,000 viewers.**



盒马 × Aptamil 爱他美 3

健康“0”距离 专家带你逛吃盒马

爱他美 × 盒马重磅推出
营养师带你逛超市
给你合理膳食搭配建议

打开盒马APP搜索“直播”

直播时间
5/19
16:00准点开始

更有神秘惊喜和
超低价产品等你

盒马零售系列上市啦
鲜美生活，从0开始

In May, Freshippo and Danone China jointly conducted a livestream titled "Nutritionist goes shopping with you", where professional nutritionists from Danone and KOC from Freshippo were live in-stores. This is the first time in China that an entire supermarket was used as a studio. In the livestream room, the special pop-up screen "Spend Over ¥ 10.1; Save ¥ 10" was carried out from time to time, attracting a total of **26,500 viewers**. Some products were sold out directly, and the scene was very popular.



In the era of data explosion, filtering accurate information is crucial. Professional nutritionists in the Live room taught consumers how to avoid being affected by untrustworthy nutritional information when buying products. The livestream provided consumers with knowledge in a relaxed environment, and nutritionists were able to reach many consumers. This exercise was successful and there are plans to launch more in the future.

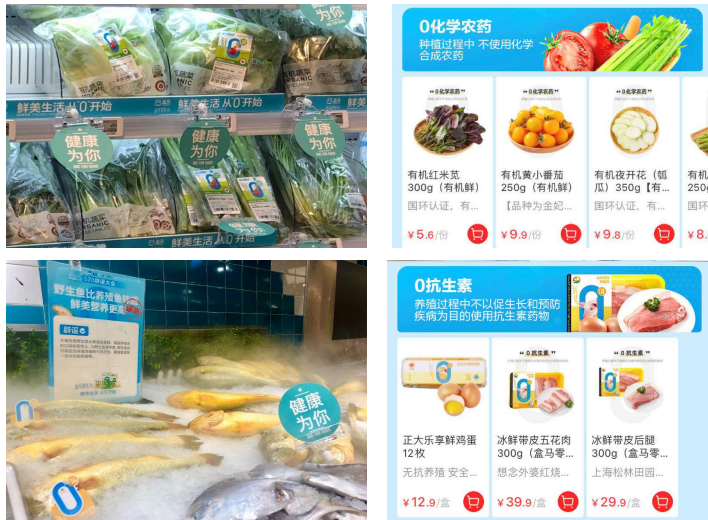
D: Brand Development



Chemicals such as antibiotics, pesticides and hormones are often used in the breeding and cultivation of animals and plants, and residues can be harmful to the environment and to health.

As agricultural products are essential, Freshippo launched the "Zero Series " in May 2020, displaying fresh products containing zero antibiotics, zero artificial hormones and zero pesticides in **more than 70 stores of Beijing and Shanghai**. At the same time, the theme "Healthier life, Starting from '0'" was released in the **community page of Freshippo's App**.

Based on the "Zero Series" products, more own brand goods will be launched in the future, such as the **"Three Reductions Series"** goods.



Sun-art (RT-mart, Auchan) Launched "L-arabinose" Series of Health Products

Excessive sugar intake causes many problems including overweight and high blood pressure. The food around us contains over-added "sugar", such as coffee, soy milk, eight-treasure porridge, milk tea, etc. Sugar is everywhere.

One of the goals of the **"National Nutrition Plan (2017-2030)"** issued by the State Council is to address healthier diets and exercise for adults who are overweight and/or obese, and to create a nutritional health management model, focusing on prevention and combining this with treatment for people with chronic nutrition-related diseases such as diabetes and obesity.

In response to the health trend and promoting the development of sugar reduction to further reduce consumers' sugar intake, **Sun-Art launched a series of reduced sugar products in August in more than 100 stores in East China**, partially replacing white granulated sugar raw materials with L-arabinose to achieve "sugar suppression with sugar".



E: Consumer Big Data Analysis

In September 2019, CHL China collaborated with Oliver Wyman, Sun-Art (RT-Mart, Auchan) on a consumer behaviour survey.

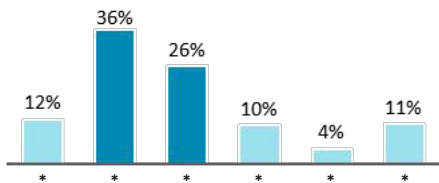
Results showed that 'healthier diet' plays a key role in Chinese consumers' purchase decisions, and this is seen in the interest to buy from brands and retailers with health and wellness initiatives.



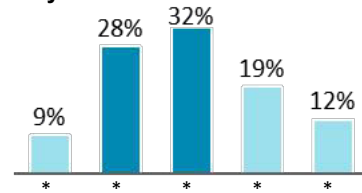
Consumers

N= 600 (across 5 cities including Beijing, Shanghai, Hangzhou, Shenzhen, Chengdu)

Age group



Monthly income



Balanced nutrition plays a key role in consumers purchase dedication



57%
Balance nutrition
Top criteria when deciding on meals



53%
Taste/texture



50%
Price
Top barriers for selecting healthy food options



Most consumers look for "no additives" nutrition claim



67%
Natural/
no additives claim



40%
Low sugar/sugar free



38%
GMO free
Key nutritional claim that consumers pay attention to when deciding on purchase



Consumers show intention to purchase more if H&W initiatives are launched



29%
Intent to shop more for healthy products from retailers with H&W initiatives



30%
Intent to purchase more from brands with healthier products

From January to April 2020, in light of the COVID-19 global outbreak, Chinese residents shifted towards a 'stay-at-home' lifestyle. Under the guidance and supervision of CNS, CGF China integrated data and resources of participating CHL China members (RT-Mart and Carrefour China), together with the support of Nielsen China, to report back on the "Healthy Consumption" trend that has been witnessed during the CHL China initiative in the first four months of 2020 – January to April.

According to Nielsen China Data, consumer lives and shopping styles have undergone significant changes under the new consumption environment brought about, in part, by the coronavirus outbreak. Online channels are recovering rapidly due to the advantages of close proximity, convenience and their rich product portfolios. This growth is despite the short-term stagnation of logistics and product distributions in some regions. The sales of FMCG in online and small-format retail stores increased 3.4% year-on-year from January to February this year.

Based on the Chinese Food Guide and the Chinese Food Guide Pagoda, developed by experts from the Chinese Nutrition Society, the report focuses on the eight types of foods including dairy, beans, meat, eggs, fruits, vegetables, condiments and snacks, and explores the sales analysis on these products from January to April and provides relevant dietary recommendations.

For more information, [download the report.](#)



CHL China – Scorecard




In October 2019, CHL China was officially launched. In one year, a total of **9 manufacturers** and **10 retailers** participated in the Steering Committee to discuss the future development of the initiative, **an increase of 13% and 67% year-on-year**.

Until October 2020, CHL China has brought together members with 100+ stores in 6 cities, including Beijing, Shanghai, Shenzhen, Hangzhou, Chengdu, and four online platforms to carry out consumer education and “Health Guidance Shelf”. The initiative has reached 50 million consumers, an increase of 170,000 times compared to 2019.

The pilot from **September to October 2019** was promoted in Sun-Art (RT-Mart, Auchan) and Carrefour China. Within two weeks, Carrefour sales of “Health Guidance Shelves” **increased by 59.83% year-on-year and 95.18% month-on-month**. Due to the impact of COVID-19, communication with customers shifted to the digital environment, accelerating the promotion and development of online activities.

In May 2020, during the National Nutrition Week, CHL innovatively combined nutrition education with livestreams, and promoted in-store “Health Guidance Shelf” online. The Chinese Nutrition Society jointly released a big data report on residents’ consumption from a nutrition perspective during the COVID-19 and retailers released own brand products with “healthy” attributes to enrich consumers' choices. With the collaboration and promotion of members, the related news has generated **2.7+ billion impressions** on multi-media channels.

	Items		As of (2020.10)	Growth (vs 2019)	
HEALTHIER BEHAVIOUR	# of interventions		27	200%	
	# of interventions by type		14	75%	
	# of consumers reached (Countable)		50000000+	178471%+	
	“Healthier Basket” = + ++		++	/	
COLLECTIVE MOVEMENT	# of stakeholders by type	#Manufacturers	9	13%	
		#Retailers	10	67%	
		#Others	5	0%	
	# SKU in “Health Guide Shelf”		144	43%	
	% of Non-member's SKU in “Health Guide Shelf”		44%	2019= 0%	
	# provided SKU of manufacturer members		200	20%	
BUSINESS IMPACT	# of stores		200+	1438%+	
	# of online platforms		4	300%	
	% “healthy product assortment”growth	RT-Mart & Auchan China (2020.5.13-5.26)	vs LM 48.30%	39.60%	/
		Carrefour China (2020.5.18-9.6)	vs LM 24%	12.7%	/
		BHG (2020.8.16-9.14)	vs LM	6.35%	/

CHL China – Key Learnings



‘Health’ has been included in the National Strategy since 2016. After four years, health awareness has increased, but the question remains on turning awareness into action. As legislation continues to evolve, collaboration between government, academia and the industry is needed.

1. Goals and actions:

Initially, CHL China focused on various topics in different areas such as "Healthier Diet", "Three Reductions and Three Healthier" and "Maternal and Baby Health". Following a meeting in August 2019, CHL China narrowed its focus to "Three Reductions" and "Healthier Diets".

A year on, CHL China hopes to explore more themes, **such as nutritional supplements and takeaway health, in an attempt to attract more members.**

2. Data sharing and Collaboration:

With the development of digitalisation, awareness of data privacy has increased and the internal disclosure process for member companies has become more stringent.

In the era of big data and in the interest of protecting members and their data, participating members must discuss the direction of travel, together.

With the outbreak of COVID-19, existing uncertainties have intensified, the business logic and work scenarios of members have changed. To continue collaborating, it is necessary to actively respond and maintain a “change” mentality to provide members with an open communication platform.

3. Health Guide Shelf:

There are two ways to showcase Health Guidance Shelves: **special centralised shelf, and scattered shelf with shelf wobblers.** The advantages and disadvantages each display method has been demonstrated. Some members think that some products have their own "unhealthy" attributes, which will affect the health attributes of other products through special centralised display, while other members believe centralised shelves make it easier for consumers to choose products.

The health shelf has been continuously improved in the past year and **will continue to advance in the direction of scale and digital. Long-term shelf display, festive health selection, short-term goods promotion, online recommendation, etc. will be carried out, and the selection mechanism will be continuously improved.** Currently, Carrefour China and BHG have both planned the long-term shelf display and promoted to all stores in Beijing.

4. Digitisation:

The shift to digital is accelerating with Covid-19. Nutritionist livestreams combined online and offline consumption scenarios and community nutrition interaction. **How to enable the concept of "big health" to empower new digital and innovative business development, customised dietary recommendations, and healthy ecosystems are all under planning and discussion?** Data privacy of digital platforms is also a key factor restricting industry sharing.

CHL China – Going Forward



CHL China is planning to continue focusing on the following activities to impact at scale in the future:

- 1. Scale and scope:** Health is a cross-disciplinary subject and we will continue collaborating with external consultants, academics and industry experts.
- 2. Digitisation:** Leveraging on digital tools to explore innovative ways to reach more consumers.
- 3. Sharing and trust platform:** improve consumers' awareness of healthier lifestyles and promote the notion of a healthy industry
- 4. Employee health:** Encourage members to share best practices and promote a healthier working environment.



CHL China – Quotes



Benny Liu
Suning Carrefour National Food Safety &
Quality Center Director

To gather professional power to lead the healthy consumption concept. Suning Carrefour creates a healthy and beautiful life with you. More health for better life!



Tomorrow starts today. At Mars, we believe Nutrition, health and wellness are essential to our growth. We are very honored to join the CHL initiative organized by The Consumer Goods Forum, enabling us to work with international and local manufacturers and retailers, to provide consumers fruitful products and information they need to live a healthy life in a variety of forms, and to contribute our efforts to promote health and wellness education and value sharing.



Cindy SUN
Mars China
Public Affairs Manager



Fang LIN
BHG Lifestyle Market
Deputy Director of Operations and
Chairman of the Labor Union

BHG is committed to providing Chinese shoppers with fresh and healthy products and lifestyles, improving the quality of life of Chinese shoppers, and creating a healthier future with CHL!



Together, WE, Danone and our CHL partners co-build a healthier ecosystem for our consumers, through healthier food and professional nutrition knowledge, with the wings of digitalization.



Hongliang LUO
Danone ELN China
Head of One Health



Huiming WANG
Bright Dairy
Quality Director

CHL is committed to delivering scientific health concepts and improve the nutritional health of the nation, which is in line with the original mission of Bright Dairy&Food's corporate vision. Let more people enjoy dairy and health!



Empower healthy&nutrition development, improve healthy&nutrition levels of the online food industry with digital and intelligent actions, to promote consumers' healthy&nutrition choices, push on the healthy China.



Hong MIAO
Ele.me
Food Safety Director

CHL China – Quotes



Jiantao Zhang
CXO and Vice President, Coca-Cola
Greater China, Korea and Mongolia

The Coca-Cola Company is committed to offering a total and growing portfolio of beverage that caters to evolving consumer needs. In China, we have more than 20 brands and offer around 100 beverage choices, including over 40 low or no sugar products under 14 brands. With the CHL movement, we look forward to working with more stakeholders to make a difference and support healthier lives.



Kelvin CHEN
Metro China
Head of QA

I'm glad to contribute to CHL to make our life easier and healthier.



Wei GUO
Newhope Liuhe
General Manager, Food Safety

One mission: Collaborate to create a healthy lives is win win. Hope, make life better!



Xulin GUO
Freshippo
Chief of Staff & Business Assistant to CEO

Thanks to CHL, we can work with partners around the world to plan and contribute to a fresh and healthy lifestyle and shopping experience for consumers!



At present, Better Life has carried out related CHL activities, including involving low-salt and low-oil concepts in marketing. It has also been fully implemented in the O2O project which is the core business. Both online and offline have carried out related activities. Consumers also recognise this concept. We will continue to deploy related plans on the shelves of store and online.



Karis LIM
Better Life
Buyer and Market Director

Implement the concept of health, combine health goods, through a complete blockchain, to innovate the Hope Project of a new health infrastructure, and work hard to promote human health!



Peter PAN
RT-Mart
Assistant of President

Little nutrition to create life, Mengniu and CHL are committed to nutrition and health.



Xiaoyan PAN
Mengniu Dairy Group
External affairs senior manager

Under the 14th Five-Year Plan and "double cycle", Bridges domestic and external resources, takes root in China, Leads the healthy lifestyle and sustainable, Promotes consumption upgrading.



Yue FU,
Mondelēz Greater China
Vice President of Corporate &
Government Affairs

The Consumer Goods Forum



About The Consumer Goods Forum

The Consumer Goods Forum (“CGF”) is a global, parity-based industry network that is driven by its members to encourage the global adoption of practices and standards that serves the consumer goods industry worldwide. It brings together the CEOs and senior management of some 400 retailers, manufacturers, service providers, and other stakeholders across 70 countries, and it reflects the diversity of the industry in geography, size, product category and format. Its member companies have combined sales of EUR 3.5 trillion and directly employ nearly 10 million people, with a further 90 million related jobs estimated along the value chain. It is governed by its Board of Directors, which comprises 58 manufacturer and retailer CEOs. For more information, please visit: www.theconsumergoodsforum.com.

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