

PRACTICAL EXAMPLES



WALMART HAS REFORMULATED THOUSANDS OF EVERYDAY PACKAGED FOOD ITEMS TO 50 MILLION POUNDS OF SODIUM DIETS.



WHY WE WERE MOTIVATED TO CHANGE



- At Walmart, our journey with nutrition begins with our customers and our mission of helping people save money and live better.
- Around the world, communities are increasingly challenged by rising obesity and other nutrition-related illnesses. Since 2011, we've been delivering on a series of public commitments aimed at making healthier food options both accessible and affordable in the U.S.
- We envision a world where nobody has to choose between products that are better for them and ones they can afford.



HOW WE DID IT



- We are working with suppliers to reduce salt and sugar and eliminate trans fats in key products, starting with our own Great Value brand.
- We are working to improve the nutritional quality of our Great Value brand and national food brands in the U.S. by reducing sodium by 25% and added sugars by 10%, as well as removing all industrially produced trans fats by the end of 2015 (FY2016), compared to our 2008 baseline.



IMPACT WE HAVE SEEN



- Our estimates indicate that if the reformulations are adopted by the entire grocery industry, adults in the U.S. will consume approximately 47 million fewer pounds of sodium each year.
- Progress: by the end of FY2014
 - Reduced sodium by more than 16%.
 - Continue to exceed our goal for sugar reduction.
 - Than 6% of products sold in U.S. stores contain partially hydrogenated oils.
- What does a 16% reduction in sodium look like? A few examples...
 - Bread – 29mg reduction.
 - Frozen Single-serve Meals – 147mg reduction.
 - Rice & Beans – 287mg reduction.
- Sometimes it's challenging to find food substitutes or processes to make the desired advances without compromising taste, convenience, texture and other important qualities. We're committed to finding solutions for healthier foods without sacrificing the characteristics our customers expect, and that takes time.

PRACTICAL EXAMPLES



UNILEVER HAS REFORMULATED ITS PRODUCTS GLOBALLY



WHY WE WERE MOTIVATED TO CHANGE



- Unilever's strategy for nutrition is better products help people to enjoy better diets and live better lives.
- We currently focus our efforts on three key areas where our portfolio and scale allow us to have the biggest impact: heart health, obesity and undernutrition.
- BETTER DIETS – BETTER LIVES - Product reformulation alone is not enough to stimulate dietary changes among consumers. We work with many health influencers (ranging from chefs to public health authorities) to explain how our products fit into a healthy diet and to encourage healthier eating.



HOW WE DID IT



- When developing and launching our products and campaigns, we seek the advice of nutrition and health experts. Our global community of around 170 nutritionists maintain relationships with local experts and public health organisations to share knowledge and insights on the scientific, nutritional and health issues relevant to our brands.



IMPACT WE HAVE SEEN



- In 2014, we achieved a 100% score within the Health & Nutrition criterion for the fifth year in a row in the Dow Jones Sustainability Indices (DJSI).
- Named leader of our industry group in the 2014 RobecoSAM Corporate Sustainability Assessment.
<http://www.robecosam.com/en/sustainability-insights/about-sustainability/robecosam-corporate-sustainability-assessment.jsp>
- In 2013 we came second in the inaugural Access to Nutrition Index (ATNI) which publicly rates the world's 25 largest food and beverage manufacturers.
- Specific goals include:
 - Double the proportion of portfolio meeting highest nutritional standards by 2020.
 - 75% of Foods to meet 5g salt per day by 2020.
 - Saturated fat $\leq 33\%^*$ in 90% soft vegetable oil margarines by 2017.
 - Trans fats from Partially Hydrogenated Vegetable Oil removed from all products by 2012.
 - Reducing sugar by 25% in Ready to Drink Powdered Ice Tea and Milk Tea by 2020.
 - All children's ice creams ≤ 110 kcal/portion by 2014 and 80% packaged ice creams ≤ 250 kcal/portion by 2015.

PRACTICAL EXAMPLES



AHOLD WORKED COLLABORATIVELY WITH INDUSTRY PARTNERS TO ACHIEVE PRODUCT FORMULATION AND REFORMULATION ACROSS THE NETHERLANDS



WHY WE WERE MOTIVATED TO CHANGE



- Based on the National Food Consumption Survey, the health authorities developed recommendations on the overall consumption of specific nutrients and the related percentage in specific products.
- These recommendations are the foundation for our Nutrition and Product Formulation policies. We apply this to all our own brand products.
- We execute the formulation in a jointly approach with the industry organizations to achieve the highest impact.



HOW WE DID IT

- Our Quality department worked in close cooperation with industry organizations CBL (retailers) and FNLI (manufacturers) to achieve product formulation and reformulation nation-wide.
- The parties signed an agreement for 2014-2020 to reduce the amounts of salt, saturated fat and calories in certain product groups, with the overall ambition to bring healthier products to market.
- For every product group, the involved parties agreed on reduction targets, taking in consideration that product quality should be maintained or even improved. For example, in the product groups Bread, Cheese and Meat products, the parties already made major steps.



IMPACT WE HAVE SEEN

- We lead together with others. As an industry, we can have a huge impact on the daily lives of our customers by working hand-in-hand.
- This example clearly illustrates that we have a great opportunity to make a difference to people's health by joining efforts.
- A step-based approach contributes to consumer acceptance.
- More information on the agreement:
<http://bit.ly/1tRc5rR>



PRACTICAL EXAMPLES



PEPSICO ACHIEVE PRODUCT FORMULATION AND REFORMULATION ACROSS KEY BRANDS AND MARKETS GLOBALLY, AND SUPPORTED INNOVATION



WHY WE WERE MOTIVATED TO CHANGE



- PepsiCo believes we have a role to play in addressing some of the world's most pressing public health challenges, including nutritional imbalances, obesity and other lifestyle-related diseases.
- These issues are changing the food and beverage industry and shifting consumers toward more nutritious products.



HOW WE DID IT



- In 2009, we established targets for the reduction of sodium, saturated fat and added sugars in key global brands and countries, including:
 - Increase the amount of whole grains, fruits, vegetables, nuts, seeds and low-fat dairy in our global product portfolio.
 - Reduce the average amount of sodium and sugar per serving in key global food brands by 25 percent and average amount of saturated fats per serving by 15 %.
 - Internal team was formed composed of members from our R&D, Nutrition, Sales, Legal, Communications, Finance, and Public Policy & Government Affairs groups which implements, tracks and reports progress against goals.
 - Our Global Nutrition Group (GNG) drives innovation and brand development in fruits and vegetables, grains, and dairy. GNG develops nutrition-focused innovations that are crafted into product concepts.



IMPACT WE HAVE SEEN



- PepsiCo has increased investment in R&D and built new capabilities to help us develop breakthrough innovation that supports global product innovation and renovation.
- We have made progress on all of our goals. However, we have more work to do to meet our sodium reduction goal.