

FrieslandCampina Global Nutritional Standards - Next level 2021-2025		CRITERIA APPLICABLE FOR 'READY TO CONSUME' PRODUCT												
Classification	Positioning	Nutrients to secure				Nutrients to limit ¹⁸						Nutrients to avoid ¹⁹		
		# of criteria to comply with	Criterion	Criterion	# of criteria to comply with	Energy ¹	SFA ²	TFA ³	Added Sugar	Sodium	# of criteria to comply with	Vit A, D, B1, B2, C, Ca, Zn, Fe and I		
If FOF products are highly regulated and must comply to a very strict nutritional composition as described by law. The regulations differ per region and country. Therefore FC has not set separate nutrition criteria for IF and FOF, but products have to comply with regulatory requirements on nutritional composition.														
Infant Food (Ready to Consume)		2 out of 2	Milk protein ≥ 1.8 - ≤ 3.5 g/ 100 kcal	Ca ≥ 90 - ≤180 mg/100 kcal	5 out of 5	≤ 70 kcal per 100ml	≤ 3.1 g/100 kcal	≤ 0.1 g/100kcal	≤ 2.5 g/100kcal ⁴	≥ 20 - ≤ 75 mg/100kcal	According to local legislation/Codex			
		1 out of 1	Milk protein ≥ 2.0 - ≤ 3.5g/100kcal	-	5 out of 5	≤ 95 kcal/100g	≤ 2.3 g/100kcal	≤ 0.1 g/100kcal	0 g/100kcal	≤ 60 mg/100kcal	According to local legislation/Codex			
		2 out of 2	Milk protein ≥ 2.0 - ≤ 3.5g/100kcal	Fibre ≥ 0.4 g/100 kcal AND ≥ 50% of fibres from cereals ⁵	5 out of 5	≤ 95 kcal/100g	≤ 2.3 g/100kcal	≤ 0.1 g/100kcal	≤ 2.5 g/100kcal	≤ 60 mg/100kcal	According to local legislation/Codex			
		2 out of 2	Milk protein ≥ 2.0 - ≤ 3.5g/100kcal	Fibre ≥ 0.4 g/100 kcal AND ≥ 60% of fibres from cereals ⁵	5 out of 5	≤ 95 kcal/100g	≤ 2.3 g/100kcal	≤ 0.1 g/100kcal	≤ 2.5 g/100kcal	≤ 60 mg/100kcal	According to local legislation/Codex			
		2 out of 2	Milk protein ≥ 2.0 - ≤ 3.5g/100kcal	Fibre ≥ 0.8 g/100 kcal AND ≥ 70% of fibres from cereals ⁵	5 out of 5	≤ 95 kcal/100g	≤ 2.3 g/100kcal	≤ 0.1 g/100kcal	≤ 2.5 g/100kcal	≤ 60 mg/100kcal	According to local legislation/Codex			
DAIRY BASED FOODS (READY TO CONSUME)														
Milk products	Tailored Nutrition	2 out of 2	Milk protein ≥ X g/100g ⁶	Ca ≥ Y mg/100g ⁶	5 out of 5	≤ 8% DV/serving	≤ 1.4 g/100g	≤ 0.1 g/100g	≤ 5.0 g/100g	≤ 100 mg/100g	-	Optional		
	Daily Nutrition	2 out of 2	Milk protein ≥ X g/100g ⁶	Ca ≥ Y mg/100g ⁶	4 out of 5 ⁷ AND added sugar always ≤ 6.5 g/100g	≤ 8% DV/serving	≤ 1.4 g/100g	≤ 0.1 g/100g	≤ 5.0 g/100g	≤ 100 mg/100g	-	Optional		
	Affordable Nutrition ⁸	2 out of 2	(Milk) protein ≥ Z g/100g ⁹	Ca ≥ Q mg/100g ⁹	4 out of 5 ⁷ AND added sugar always ≤ 6.5 g/100g	≤ 8% DV/serving	≤ 1.4 g/100g	≤ 0.1 g/100g	≤ 5.0 g/100g	≤ 100 mg/100g	5 out of 10	15% NRV/100g		
	Treats & Taste Enhancers ⁹	-	No criterion	No criterion	Energy, TFA and sodium	≤ 8% DV/serving	No criterion	≤ 0.1 g/100g	No criterion	≤ 100 mg/100g ¹⁰	-	No criterion		
	Tailored Nutrition	2 out of 2	Milk protein ≥ X g/100g ¹¹	Ca ≥ Y mg/100g ¹¹	5 out of 5	≤ 8% DV/serving	≤ 1.4 g/100g	≤ 0.1 g/100g	≤ 5.0 g/100g	≤ 100 mg/100g	-	Optional		
Milk based products	Daily Nutrition	2 out of 2	Milk protein ≥ X g/100g ¹¹	Ca ≥ Y mg/100g ¹¹	4 out of 5 ⁷ AND added sugar always ≤ 6.5 g/100g	≤ 8% DV/serving	≤ 1.4 g/100g	≤ 0.1 g/100g	≤ 5.0 g/100g	≤ 100 mg/100g	-	Optional		
	Affordable Nutrition ⁸	2 out of 2	(Milk) protein ≥ Z g/100g ⁹	Ca ≥ Q mg/100g ⁹	4 out of 5 ⁷ AND added sugar always ≤ 6.5 g/100g	≤ 8% DV/serving	≤ 1.4 g/100g	≤ 0.1 g/100g	≤ 5.0 g/100g	≤ 100 mg/100g	5 out of 10	15% NRV/100g		
	Treats & Taste Enhancers ⁹	-	No criterion	No criterion	Energy, TFA and sodium	≤ 8% DV/serving	No criterion	≤ 0.1 g/100g	No criterion	≤ 100 mg/100g ¹⁰	-	No criterion		
	Tailored Nutrition	2 out of 2	Milk protein ≥ 5 g/100g ¹²	Ca ≥ T mg/100g ¹²	5 out of 5	≤ 5% DV/serving	≤ 14.0 g/100g	≤ 0.1 g/100g	0.0 g/100g	≤ 750 mg/100g	-	Optional		
	Daily Nutrition	2 out of 2	Milk protein ≥ 5 g/100g ¹²	Ca ≥ T mg/100g ¹²	4 out of 5 ⁸	≤ 5% DV/serving	≤ 14.0 g/100g	≤ 0.1 g/100g	0.0 g/100g	≤ 750 mg/100g	-	Optional		
Cheese	Treats & Taste Enhancers	-	No criterion	No criterion	Energy, TFA and sodium	≤ 5% DV/serving	No criterion	≤ 0.1 g/100g	No criterion	≤ 750 mg/100g	-	No criterion		
	Tailored Nutrition	2 out of 2	Vitamin A ≥ 800 mcg/100g ¹³	Vitamin D ≥ 0.3 mcg/100g ¹³	5 out of 5	≤ 4% DV/serving	≤ 28.0 g/100g	≤ 0.5 g/100g	0.0 g/100g	≤ 160 mg/100g	-	Optional		
	Daily Nutrition	2 out of 2	Vitamin A ≥ 800 mcg/100g ¹³	Vitamin D ≥ 0.3 mcg/100g ¹³	4 out of 5 ⁷ AND sodium always ≤ 240 mg/100g	≤ 4% DV/serving	≤ 28.0 g/100g	≤ 0.5 g/100g	0.0 g/100g	≤ 160 mg/100g	-	Optional		
	Treats & Taste Enhancers	-	No criterion	No criterion	Energy, TFA and sodium	≤ 4% DV/serving	No criterion	≤ 0.5 g/100g	No criterion	≤ 160 mg/100g	-	No criterion		
	Tailored Nutrition	2 out of 2	≥ 20 Ert% protein	Iron ≥ 0.8 mg/100g ¹⁴	5 out of 5	≤ 10% DV/serving	≤ 5.0 g/100g	≤ 0.1 g/100g	≤ 2.5 g/100g	≤ 600 mg/100g	1 out of 1	Iron ≥ 0.8 mg/100g ¹⁴		
Meat substitutes	Daily Nutrition	2 out of 2	≥ 20 Ert% protein	Iron ≥ 0.8 mg/100g ¹⁴	4 out of 5 ⁷ AND remaining criterion not to exceed ≥ 30% of criterion	≤ 10% DV/serving	≤ 5.0 g/100g	≤ 0.1 g/100g	≤ 2.5 g/100g	≤ 600 mg/100g	1 out of 1	Iron ≥ 0.8 mg/100g ¹⁴		
	Treats & Taste Enhancers	-	No criterion	No criterion	Energy, TFA and sodium	≤ 10% DV/serving	No criterion	≤ 0.1 g/100g	No criterion	≤ 600 mg/100g	-	No criterion		
	Tailored Nutrition	2 out of 2	Total protein ≥ 12 g/serving of which Milk protein ≥ X g/serve ¹⁶	Fibre ≥ 1.1 g/100g ¹⁶	5 out of 5	≥ 10% - ≤ 17.5% DV/serving	≤ 1.6 g/100g	≤ 0.1 g/100g	≤ 5.0 g/100g	≤ 145 mg/100g	-	Optional		
	Daily Nutrition	2 out of 2	Total protein ≥ 12 g/serving of which Milk protein ≥ X g/serve ¹⁶	Fibre ≥ 1.1 g/100g ¹⁶	4 out of 5 ⁷ AND added sugar always ≤ 6.5g/100g	≥ 10% - ≤ 17.5% DV/serving	≤ 1.6 g/100g	≤ 0.1 g/100g	≤ 5.0 g/100g	≤ 145 mg/100g	-	Optional		
	Affordable Nutrition ⁸	2 out of 2	Total protein ≥ 12 g/serving of which Milk protein ≥ Z g/serve ¹⁶	Fibre ≥ 1.1 g/100g ¹⁶	4 out of 5 ⁷ AND added sugar always ≤ 6.5 g/100g	≥ 10% - ≤ 17.5% DV/serving	≤ 1.6 g/100g	≤ 0.1 g/100g	≤ 5.0 g/100g	≤ 145 mg/100g	5 out of 10	30% NRV/100g		
PLANT BASED PRODUCTS CONSUMED AS ALTERNATIVE TO DAIRY (READY TO CONSUME)														
Plant-based drinks and spoonable	Tailored Nutrition	2 out of 2	Protein ≥ 1.6 g/100g	Ca ≥ 60 mg/100g ¹⁴	5 out of 5	≤ 6% DV/serving	≤ 1.1 g/100g	≤ 0.1 g/100g	≤ 5.0 g/100g	≤ 100 mg/100g	-	Optional		
	Daily Nutrition	2 out of 2	Protein ≥ 1.6 g/100g	Ca ≥ 60 mg/100g ¹⁴	4 out of 5 ⁷ AND remaining criterion not to exceed ≥ 30% of criterion	≤ 6% DV/serving	≤ 1.1 g/100g	≤ 0.1 g/100g	≤ 5.0 g/100g	≤ 100 mg/100g	-	Optional		
	Treats & Taste Enhancers	-	No criterion	No criterion	Energy, TFA and sodium	≤ 6% DV/serving	No criterion	≤ 0.1 g/100g	No criterion	≤ 100 mg/100g	-	No criterion		
OTHER FOODS (READY TO CONSUME)														
Cereal-milk products	Tailored Nutrition	2 out of 2	Milk protein ≥ 0.87 g/100g	Fibre ≥ 0.35 g/100 g ¹⁸	5 out of 5	≤ 8% DV/serving	≤ 1.4 g/100g	≤ 0.1 g/100g	≤ 5.0 g/100g	≤ 100 mg/100g	-	Optional		
	Daily Nutrition	2 out of 2	Milk protein ≥ 0.87 g/100g	Fibre ≥ 0.35 g/100 g ¹⁸	4 out of 5 ⁷ AND added sugar always ≤ 6.5 g/100g	≤ 8% DV/serving	≤ 1.4 g/100g	≤ 0.1 g/100g	≤ 5.0 g/100g	≤ 100 mg/100g	-	Optional		
	Affordable Nutrition ⁸	2 out of 2	(Milk) protein ≥ Z g/100g ⁹	Fibre ≥ 0.35 g/100g ¹⁸	4 out of 5 ⁷ AND added sugar always ≤ 6.5 g/100g	≤ 8% DV/serving	≤ 1.4 g/100g	≤ 0.1 g/100g	≤ 5.0 g/100g	≤ 100 mg/100g	5 out of 10	15% NRV/100g		
	Treats & Taste Enhancers	-	No criterion	No criterion	Energy, TFA and sodium	≤ 8% DV/serving	No criterion	≤ 0.1 g/100g	No criterion	≤ 100 mg/100g	-	No criterion		
	Tailored Nutrition	2 out of 2	Milk protein ≥ X g/100g ¹⁸	Ca ≥ Y mg/100g ¹⁸	5 out of 5	≤ 20 kcal/100g	≤ 1.1 g/100g	≤ 0.1 g/100g	≤ 5.0 g/100g	≤ 20 mg/100g	-	Optional		
Beverages	Daily Nutrition ¹⁹	2 out of 2	Milk protein ≥ X g/100g ¹⁸	Ca ≥ Y mg/100g ¹⁸	4 out of 5 ⁷ AND remaining criterion not to exceed ≥ 30% of criterion	≤ 20 kcal/100g	≤ 1.1 g/100g	≤ 0.1 g/100g	≤ 5.0 g/100g	≤ 20 mg/100g	-	Optional		
	Treats & Taste Enhancers	-	No criterion	No criterion	4 out of 5 ⁷ AND remaining criterion not to exceed ≥ 30% of criterion	≤ 20 kcal/100g	≤ 1.1 g/100g	≤ 0.1 g/100g	≤ 5.0 g/100g	≤ 20 mg/100g	-	No criterion		
	Tailored Nutrition	-	No criterion	No criterion	5 out of 5	≤ 110 kcal/serving	≤ 6.0 g/100g	≤ 0.4 g/100g	≤ 20 g/100g	≤ 200 mg/100g	-	Optional		
Ice cream	All other ice cream	-	No criterion	No criterion	4 out of 5 ⁷ AND remaining criterion not to exceed ≥ 30% of criterion	≤ 110 kcal/serving	≤ 6.0 g/100g	≤ 0.4 g/100g	≤ 20 g/100g	≤ 200 mg/100g	-	No criterion		
	SPORTS NUTRITION (READY TO CONSUME)													
Recovery (maintain & grow muscle)	Tailored Nutrition	4 out of 4	Milk protein ≥ 20 - ≤ 30 g/serving	-	3 out of 3	≤ 10% DV/serving	-	≤ 0.1 g/100g	≤ 5.0 g/100g	≤ 200 mg/serving	-	Optional		
	Tailored Nutrition	-	-	Carbohydrates ≥ 10 - ≤ 43.75 g/serving		≥ 40 - ≤ 175 kcal/serving	-	≤ 0.1 g/100g	-	≤ 200 mg/serving	-	Optional		
Energy concentration / (Carb-electrolyte solution in smaller serving size maintain endurance	Tailored Nutrition	-	-	-	-	-	-	-	-	-	-	-		

Green = Products with nutritional purpose. Orange = Products without nutritional purpose.

1. Where energy is expressed as % Daily Reference Value (DV) per serving, DV for adults is 2000 kcal, for children (4 - 12y) 1700 kcal, for pregnant and lactating women 2300 kcal.

2. Naturally occurring trans fatty acids from meat or milk are excluded.

3. YCF junior: minimum of 8.5 g lactose per 100 kcal and a maximum of total carbohydrates (incl. lactose and added sugar) conform Codex (+12.5 g/100 kcal for products ≥ 3g protein/100 kcal). Minimum for lactose level is based on lactose level in breastmilk.

4. Unless local availability and culture define that the product is made of a substantial part of e.g. maize/flax that do not contain significant levels of fibre by nature.

5. Amount of milk protein and calcium varies and criteria are set as: ≥ 70% milk protein and calcium naturally present in the milk of the country or region.

6. Product should always comply with Trans Fatty Acids-criteria.

7. Affordable nutrition products need to contain at least 15% of NRV per serve* or per 100g (for Milk based products and Cereal-milk products) and at least 30% of NRV per serve* or per 100g (for Dairy based breakfast) of at least 5 out of the following micro-nutrients: Vit A, D, B1, B2, B12, C, Ca, Zn, Fe and I.

8. For affordable nutrition, criteria for (milk) protein and calcium are set, based on protein quality and serving size.

9. If ready to consume product is a drink, check if product fulfills criteria to secure (X and Y) of milk (based) product. If not it should be classified as Beverages.

10. For concentrated products consumed as such, a sodium level of 200 mg/100kcal is applicable.

11. Amount of milk protein and calcium varies and criteria are set as: ≥ 50% milk protein and calcium naturally present in the milk of the country or region.

12. Amount of milk protein and calcium depends on the type of cheese.

13. Criteria for vitamin A and D are set per product based on the amount naturally present in butter (800 mcg vit A/100g and 0.3 mcg vit D/100g) and the fat in the product.

14. Criteria is not applicable if micro-nutrient fortification is legally not allowed (e.g. organic products).

15. Criteria exclusively applicable for spoonable products. For drinkable breakfast products, criteria for milk (based) products apply.

16. Fibre naturally occurring in the main ingredients.

17. Coffee or tea with: milk, concentrated milk or milk powder.

18. Amount of milk protein and calcium varies and criteria are set as: ≥ 15% milk protein and calcium naturally present in the milk of the country or region.

19. Based on International Codex criteria version 2018.

Protein criteria 'Tailored nutrition' and 'Daily nutrition' (referring to 'X' in GNS table)	Milk		Milk based	Beverages: Diluted in coffee or tea	Cereal-Milk Products	Dairy based breakfast
	g/100 g					g/serve
% Milk part	100%	70%	50%	15%		70%
NL	3.5	2.45	1.75	0.52	0.87	4.90 g/serve
EU other ¹ MEA ² , Americas	3.3	2.30	1.65	0.49		4.60 g/serve
PK	3.1	2.15	1.55	0.46		4.30 g/serve
Asia	2.9	2.00	1.45	0.43		4.00 g/serve

1: BE, DE, HU, RO, GR, UK, ES, IT

2: Middle East and Africa

Calcium criteria 'Tailored nutrition' and 'Daily nutrition' (referring to 'Y' in GNS table)	Milk		Milk based	Beverages: Diluted in coffee or tea
	mg/100 g			
% Milk part	100%	70%	50%	15%
NL	120.0	84.0	60.0	17.5
EU other ¹ MEA ² , Americas	113.0	79.0	56.5	16.5
PK	106.0	74.0	53.0	15.5
Asia	99.0	69.0	49.5	14.5

1: BE, DE, HU, RO, GR, UK, ES, IT

2: Middle East and Africa

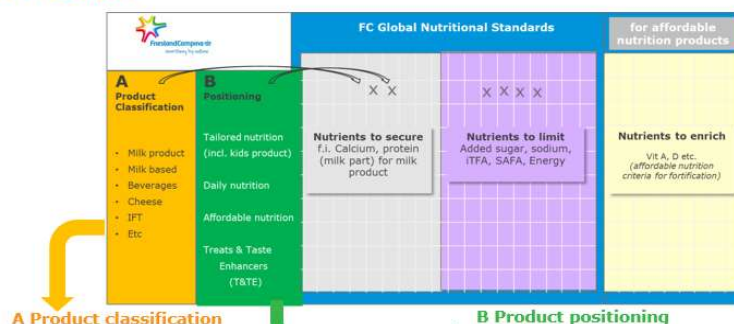
Cheese protein and calcium criteria - per type	Protein criteria (referring to 'S' in GNS table)	Calcium criteria (referring to 'T' in GNS table)
	g/100 g	mg/100 g
Hard cheese	20.0	700.0
Spreadable, fresh and processed cheese	10.0	300.0

AFFORDABLE NUTRITION CRITERIA FOR TOTAL (MILK) PROTEIN (referring to 'Z' in GNS table) AND CALCIUM (referring to Q in GNS table)						
		Total (Milk) Protein			Calcium	
		For total (milk) protein choose one of the options			For Calcium choose one of the options	
Classification	Positioning	Option 1	Option 2	Option 3	Option 1	Option 2
Milk products	Affordable Nutrition	Milk protein ≥ 2 g/100g	For serving sizes ≥100g: Total protein ≥ 2 g/100g, of which Milk protein ≥ 0.6 g/100g and PDCAAS of all protein ≥ 70%	For serving sizes <100g: Total protein ≥ 2 g/serve, of which Milk protein ≥ 0.6 g/serve and PDCAAS of all protein ≥ 70%	For serving sizes ≥ 100g: Ca ^a ≥ 69 mg/100g	For serving sizes <100g: Ca ^a ≥ 69 mg/serve
Milk based products	Affordable Nutrition	Milk protein ≥ 1.45 g/100g	For serving sizes ≥100g: Total protein ≥ 1.45 g/100g, of which Milk protein ≥ 0.44 g/100g and PDCAAS of all protein ≥ 70%	For serving sizes <100g: Total protein ≥ 1.45 g/serve, of which Milk protein ≥ 0.44 g/serve and PDCAAS of all protein ≥ 70%	For serving sizes ≥ 100g: Ca ^a ≥ 49.5 mg/100g	For serving sizes <100g: Ca ^a ≥ 49.5 mg/serve
Dairy based breakfast (spoonable)	Affordable Nutrition	Total protein ≥ 12 g/serve, of which Milk protein ≥ 4 gram/serve	Total protein ≥ 12 g/serve, of which Milk protein ≥ 1.2 g/serve and PDCAAS of all protein ≥ 70%	not applicable	not applicable (fibre criterion applicable instead)	not applicable (fibre criterion applicable instead)
Cereal-milk products	Affordable Nutrition	Milk protein ≥ 0.87 g/100g	Total protein ≥ 0.87 g/100g, of which Milk protein ≥ 0.26 g/100 g and PDCAAS of all protein is ≥70%	not applicable	not applicable (fibre criterion applicable instead)	not applicable (fibre criterion applicable instead)

^a For Milk (based) products: If Ca is ≥ 150 mg per serve it complies to 15% NRV per serve of Codex CAC/GL 2-1985.

NRVs according to Codex CAC/GL 2-1985	
Vitamin A (µg RAE or RE)	800
Vitamin D(µg)	5
Vitamin C (mg)	100
Thiamin (mg)	1.2
Riboflavin (mg)	1.2
Vitamin B12 (µg)	2.4
Calcium (mg)	1.000
Iron (mg)	14
Zinc (mg)	11
Iodine (µg)	150

Classification, Positioning of products and the nutritional criteria in detail



A Product classification

- Infant Formula (0-6 months) / FOF (6-12 months)
- Young Child Formula jr. (12 – 36 months)
- IFT milk-based cereals
- Milk products (incl YCF sr. and MUM)
- Milk based products
- Cheese
- Butter
- Meat substitutes
- Dairy-based breakfast
- Plant-based drinks and spoonable
- Cereal-milk products
- Beverages
- Ice-cream
- Sports nutrition

B Product positioning

Tailored nutrition

Aimed at specific target groups (kids, elderly) or needs (calories, increased immunity, healthy lifestyle brands)

Daily nutrition

Generally consumed on a daily basis (on average 3-4 times a week) for basic food motivations (part of daily diet, providing nutrients)

Affordable nutrition

Aimed at lower income groups in our lower income markets (Nigeria, Africa, Pakistan, Vietnam, Indonesia and Philippines)

Treats and Taste enhancers

Consumed occasionally as a treat or consumed/positioned as taste enhancer (e.g. cooking cream, coffee/tea taste enhancer which is not (concentrated) milk or milk powder)

Nutritional criteria

Nutrients to secure

Milk is a product with high nutritional value. For most of the product groups, we have set criteria concerning minimum amounts of protein and calcium. These nutrients are indicators for the presence of other valuable nutrients in milk.

Nutrients to limit

As stated by the World Health Organization, it is important to reduce the intake of sugar, salt saturated fatty acids and trans fat in the fight against non-communicable diseases (obesity and food-related diseases).

Nutrients to enrich

For some regions in the world or for certain target groups it may be necessary to increase the intake of specific nutrients. This is especially important for lower income consumers who have a higher risk of undernutrition/micronutrient deficiencies, as a result of reduced access to healthy and affordable foods.

Examples of products per positioning



Daily nutrition



Tailored nutrition



Affordable nutrition



Treat & taste enhancers

Nourishing products

T&TE