

FrieslandCampina Better Products

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<i>Target audience</i>	FrieslandCampina employees, distributors and other partners of FrieslandCampina involved in the marketing and sales of FrieslandCampina branded foods, interested members of the public.
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<i>Repository</i>	<u>Improving our products' nutritional value - FrieslandCampina</u>

FrieslandCampina Better Products

At FrieslandCampina we want to provide healthy and sustainable nutrition to all people, at all ages, now and in the future. We are continuously improving the nutritional value of our consumer products, around the world. The Better Products Program, is one out of four programs of the FrieslandCampina Nutrition Policy, and captures the FrieslandCampina Global Nutritional Standards (GNS). The Global Nutritional Standards are nutritional criteria that serve as a guide in product development and renovation. The Better Products Program is based on the [*WHO Global Action Plan for the prevention and control of noncommunicable diseases 2013-2030*](#) and is in line with two of the [*Sustainable Development Goals*](#) of the United Nations: reduce hunger in the world and promote good health and well-being.

Obesity is a global issue with estimates suggesting that about 2 billion children and adults are overweight. Together with obesity, several countries are faced with undernutrition and micronutrient deficiencies. As this especially affects low- and middle-income countries, addressing malnutrition requires a different strategy with customized nutrient standards. These are addressed in the Broadening Access to Nutrition Program.



Scope

The Global Nutritional Standards are applicable to all FrieslandCampina consumer brands worldwide.

Commitments

The Better Products Program represents these commitments:

- To increase our healthy foods portfolio by setting nutritional criteria to secure the key nutrients naturally present in milk and to reduce nutrients related to the development of overweight and diet related non-communicable diseases.
- To make healthy and tailored product options for specific populations adapted to nutritional needs and circumstances.
- To help combat malnutrition by broadening the availability and affordability of nutritious foods that can help to improve the nutritional quality of the diet for specific populations who are at a higher risk of malnutrition.

The Better Products Program represents these objectives:

- To increase the share of products that complies with the FrieslandCampina Global Nutritional Standards, towards at least 74% of sold volume in 2025.
- To maintain a good balance between the number of consumer products intended as nourishing products for daily use, annually representing at least 70% of sold volume, and indulging products for occasional use, annually representing a maximum of 30% of sold volume.

Global Nutritional Standards

The *FrieslandCampina Global Nutritional Standards* are nutritional criteria aiming to retain the natural beneficial nutrients in milk and reduce the level of energy per serving, trans fat, saturated fat, added sugar and salt as much as possible. The criteria are regularly reviewed by teams of nutritionists and product specialists to incorporate new internal and external insights in nutrition and health.

Nutrients

Retain Milk has a high nutritional quality as it naturally contains important nutrients that we want to retain as much as possible in our products. 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. Some product groups (e.g. butter, meat substitutes and cereal based products) are characterised by their natural content and contribution to the intake of other valuable nutrients like fibre or specific micronutrients. For these product groups, different nutrients to secure apply, based on product group characteristics.

Reduce As stated by the WHO, it is important to reduce the intake of **sugar, salt, saturated fatty acids** and **transfat** in the fight against non-communicable diseases (obesity and food-related diseases). Limiting the intake of these nutrients, as well as energy content per serving, is part of the Global Nutritional Standards. Criteria have been based on the *Choices International Program 2019*, set by an independent, International Scientific Committee. Furthermore, legislation, Codex and scientific expert group opinions were considered in setting the standards.

Enrich For some regions in the world or for certain target groups it may be necessary to increase the intake of specific nutrients. According to the WHO, **iodine, vitamin A, and iron** are the most important micronutrients in global public health perspective as their deficiency represents an important threat to the health and development of populations. In addition, **zinc** deficiency affects a significant part of the world's population, with estimates ranging from 4% to 73% across subregions, while zinc supplementation in countries with known widespread zinc deficiencies and high levels of stunted children, shows a positive effect on linear growth. The South East Asian Nutrition Survey (SEANUTS) and AfricaNutrition programme show prevalence of

insufficiency of several vitamins, among children in South East Asia respectively Western Africa. These emphasize the importance of fortification with **vitamin B1, B2, C and D**. Additionally, minimum levels of **calcium** and **vitamin B12** are important, as dairy based products are supposed to contribute to the daily intake of these nutrients. FrieslandCampina bases its approach to fortification of products, on international guidance: CODEX CAC/GL 9-1987 and the WHO/FAO Guidelines on Food Fortification with Micronutrients.

Product groups

Nutritional Standards have been set for different product groups. The product groups are categorised based on:

- *Product type* (e.g. milk product, cheese, butter or meat substitute)
- *The positioning and role of the product in the diet:*

Tailored Nutrition	Products in this group are developed for specific populations with special dietary needs because of their age, health, lifestyle, or other circumstances. Examples are children, pregnant women, elderly, overweight/obese people, people with allergies or intolerances. Criteria with regard to nutrients to retain and nutrients to reduce are applicable.
Daily Nutrition	Products in this group are aimed at families. They are consumed on a regular basis and contribute to the intake of nutrients you need every day, while safeguarding the intake of nutrients to limit. It includes for example milk, yoghurt, cheese and meat substitutes. Therefore, criteria with regard to nutrients to retain and nutrients to reduce are applicable.
Affordable Nutrition	Products in this group are aimed at consumers who have a higher risk of undernutrition or micronutrient deficiencies, as a result of reduced access to healthy and affordable foods. This could be caused by income and other socioeconomic and demographic factors as well as reduced physical access to healthy foods. As these groups could be faced with undernutrition as well as obesity at the same time, either securing protein quantity and quality, fortification with micronutrients as well as reducing the intake of nutrients to limit are required.
Treats & taste Enhancers	Products in this group are developed as a treat or for taste enhancement. They do not significantly contribute to the intake of nutrients to secure and are consumed in small quantities and/or on an occasional basis. For these products, criteria limiting the energy content per serving, transfat and sodium content are applicable.

All other	Products in this group apply to ice-cream. They do not significantly contribute to the intake of nutrients to secure. For these products, criteria for nutrients to limit apply.
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Monitoring

Annually, the progress of the Better Products Program is being assessed via the Better Products Monitoring. The results are verified by an external party and published in the [FrieslandCampina annual report](#) and on the Corporate website.

Definitions

Malnutrition

Malnutrition refers, according to the World Health Organization¹, to deficiencies, excesses, or imbalances in a person's intake of energy and/or nutrients. The term malnutrition addresses 3 broad groups of conditions:

- undernutrition, which includes wasting (low weight-for-height), stunting (low height-for-age) and underweight (low weight-for-age);
- micronutrient-related malnutrition, which includes micronutrient deficiencies (a lack of important vitamins and minerals) or micronutrient excess; and
- overweight, obesity and diet-related noncommunicable diseases (NCDs) (such as heart disease, stroke, diabetes and some cancers).

¹ <https://www.who.int/news-room/fact-sheets/detail/malnutrition>