

**BMJ Questions on Nestle and IDF partnership**  
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***Why did the IDF decide to go for a partnership approach with Nestle?***

- Diabetes is everyone's business. No single actor or sector can solve the diabetes epidemic alone; the response must include all sectors of society and be coordinated to have impact. This sentiment is endorsed in the 2011 UN Summit Political Declaration with a set of commitments directly aimed at the private sector.
  
- IDF believes that addressing the diabetes epidemic requires a multi-stakeholder approach. IDF recognizes that working with the private sector will be important to operationalize the multi-sectoral and whole-of-society approaches that lie at the heart of the 2011 UN Summit Political Declaration on NCDs. IDF has been actively diversifying its source of funding from the pharma sector to other sectors such as the retail, financial, health insurance and medical devices. This approach is in line with IDF's [http://www.idf.org/sites/default/files/Annex%20Four\\_Business%20and%20Industry%20Guidelines.pdf](http://www.idf.org/sites/default/files/Annex%20Four_Business%20and%20Industry%20Guidelines.pdf)>Business and Industry Guidelines.
  
- The present global food system is producing simultaneous over and under-nutrition, both of which drive the global diabetes epidemic. Major shifts in the food system are needed to achieve a diet sustainable for human and environmental health. There is clear consensus that the conflict of interest between public health advocates and tobacco companies is fundamental and irreconcilable, as stated in the Political Declaration on NCDs and enshrined in the WHO Framework for Convention on Tobacco Control. IDF believes that the food industry cannot be approached in the same way. Smoking is harmful in all its forms and at any level of consumption. The same cannot be said for food. Food is a basic necessity, and the right to adequate food is an enshrined human right. The challenges with food lie in what constitutes 'adequate' food, combatting poverty and lack of access to unadulterated nutritious food; defining the levels of consumption that equate to harmful marketing to the vulnerable, and re-calibrating of food systems from the global to the local that often work against rather than, facilitate, healthier choices. Unlike the tobacco industry which is inherently at odds with public health, the food industry can be both part of the problem and part of the solution. Both governments and civil society have a major role in working with the food industry to align their policies and practices with the ultimate goal of empowering individuals, families and communities to make healthy choices and lead healthy lives.
  
- IDF selected Nestlé as a partner because of the company's explicit commitment to Nutrition, Health and Wellness which is evidenced in terms of a decade of efforts to reduce fat, sugar and salt. In the 2011 Creating Shared Value Report (<http://www.nestle.com/csv>>[www.nestle.com/csv](http://www.nestle.com/csv)), Nestlé reported that an additional 5066 products were reformulated in 2011 resulting in nutritional improvement, with 1215 products containing less sodium, sugars, and trans-fats while 3851 bring more essential nutrients or nutritious ingredients to consumers such as vitamins, probiotics, vegetables and many more.

- Furthermore, Nestlé has long been involved in community based initiatives to promote healthy lifestyles, supporting EPODE - Ensemble Prévenons l'Obésité des Enfants EPODE (Together Let's Prevent Childhood Obesity) since 1992 and many other similar initiatives around the world through its Healthy Kids Global Programme.  
<http://www.nestle.com/CSV/NUTRITION/HEALTHYKIDSPROGRAMME/Pages/HealthyKidsProgramme.aspx>"><http://www.nestle.com/CSV/NUTRITION/HEALTHYKIDSPROGRAMME/Pages/HealthyKidsProgramme.aspx>
- Nestle is among the influential companies in the Food Industry. They are helping pave the way to improve business practices through responsible marketing to children, food reformulation and fair labour codes. As co-chair of IFBA, they can influence peers to follow their example in tackling the global diabetes epidemic.
- In 2011, two new entities, which are part of the Nestlé Group, have become operational: Nestlé Health Science Company and the Nestlé Institute of Health Sciences with the aim to develop science-based nutritional solutions to address NCDs. [<http://www.nestlehealthscience.com>">[www.nestlehealthscience.com](http://www.nestlehealthscience.com)]
- Nestlé is committed to transparent reporting of progress in its Creating Shared Value Report. **Please refer to the Nutrition Key Performance Indicator Table on page 14 at this link:**  
[http://www.nestle.com/Common/NestleDocuments/Documents/Library/Documents/Corporate Social Responsibility/2011-CSV-Report.pdf](http://www.nestle.com/Common/NestleDocuments/Documents/Library/Documents/Corporate%20Social%20Responsibility/2011-CSV-Report.pdf)"><http://www.nestle.com/Common/NestleDocuments/Documents/Library/Documents/Corporate Social Responsibility/2011-CSV-Report.pdf>

***In the run up to the UN NCD conference last September, there was much discussion about the partnership model. What benefits do you think this model can bring?***

- In 2011, the UN and all 193 Member States adopted a Political Declaration on NCDs which calls on the private sector to contribute to diabetes and NCD prevention and control. IDF sees partnership with Nestle as an opportunity to help advance their corporate practices which are in fulfillment of the Declaration and which promote diabetes prevention.
- IDF recognizes that working with the private sector will be an important piece of fulfilling the multi-sectoral and whole-of-society approaches that lie at the heart of the 2011 UN Summit Political Declaration on NCDs
- IDF believes in a multi-stakeholder approach to the prevention and control of NCDs. The partnership model enables a broader reach into society to increase awareness of the challenge of diabetes as well as the importance of healthy diets and physical

activity. We look forward to the UN/WHO defining the principles of engagement for the private sector that will assist with the development of the strategy and the implementation of the action plan in order to reduce NCDs around the globe.

- In September 2011, all 193 UN Member states adopted the Political Declaration on NCDs which acknowledges the role of private sector in multi-sectoral partnerships, and recommends specifically that governments engage all sectors to advance progress on NCDs. On the eve of the World Diabetes Congress in Dubai, IDF hosted the first-ever Global Diabetes Forum convening 120 leaders from the UN, governments, the private sector and NGOs to tackle the serious diabetes epidemic. This resulted in the <http://www.idf.org/advocacy/dubai-blueprint>>Dubai Blueprint. The Forum focused on multi-sectoral partnerships, one of the major themes of the September 2011 UN High-Level Summit on NCDs. It provided a unique space to discuss multi-sectoral partnerships and "whole-of-government" approaches to the diabetes epidemic. Participants identified areas of common interest and shared priorities for the different sectors and defined what multi-sectoral partnerships should look like for the global diabetes community. The Forum particularly focused on the unique role and expertise of the private sector in these partnerships– as employers, producers, marketers and innovators. The recommendations, ideas and examples provided by the participants of the Global Diabetes Forum are at the core of the Dubai Blueprint. The document is structured around the four themes of the Forum:

1. Working Towards Better Health
2. The Business of Better Health
3. Investing in Better Health
4. Harnessing Private Sector Expertise

The Blueprint provides key messages, best practice and proposed next steps in developing what IDF calls 'Triple P Partnerships' – Public, Private and People.

- In the NCD Alliance's Nutrition Brief it is stated that: *"The food and beverage industries are both part of the NCD problem and part of the solution. In recognition of this, conflicts of interest will need to be managed and governed in a transparent manner."*

### ***What kind of programmes will you be running jointly?***

- The partnership aims to raise awareness of the need for increased action to prevent diabetes.

- The first set of joint activities and initiatives will be organised to support World Diabetes Day on November 14, the world's largest diabetes advocacy and awareness campaign celebrated every year.
- IDF and Nestlé will work over the coming months to define joint programmes to promote diabetes education and prevention. The two partners will explore potential synergies with the Nestlé <http://www.nestle.com/csv/nutrition/HealthyKidsProgramme/Pages/HealthyKidsProgramme.aspx>">Healthy Kids Global Programme that currently reaches about six million children in 60 countries. <http://www.nestle.com/Media/NewsAndFeatures/Pages/Diabetes-partnership.aspx?Category=Investors,CSV>"><http://www.nestle.com/Media/NewsAndFeatures/Pages/Diabetes-partnership.aspx?Category=Investors,CSV>

***How are you going to manage the fact that Nestle make foods that are high in sugar and cholesterol? Is this a concern?***

- Nestlé has made commitments to reformulate its products globally and has issued mandatory policies to reduce the level of specific health sensitive nutrients in its products. They have made significant progress in sodium and sugar reduction and the virtual elimination of industrially-produced trans-fat from products. Furthermore, Nestlé monitors and reports annually its efforts in product reformulation as well as improvements in the nutritional profile of its products. In 2011, Nestlé also committed to deploy GDA labelling worldwide to ensure consumers access useful nutritional information. For more on Nestlé's nutrition report, please read from page 63 at this link: [http://www.nestle.com/Common/NestleDocuments/Documents/Library/Documents/Corporate\\_Social\\_Responsibility/2011-CSV-Report.pdf](http://www.nestle.com/Common/NestleDocuments/Documents/Library/Documents/Corporate_Social_Responsibility/2011-CSV-Report.pdf)">[http://www.nestle.com/Common/NestleDocuments/Documents/Library/Documents/Corporate\\_Social\\_Responsibility/2011-CSV-Report.pdf](http://www.nestle.com/Common/NestleDocuments/Documents/Library/Documents/Corporate_Social_Responsibility/2011-CSV-Report.pdf)
- Nestlé also has a very broad product portfolio to meet the needs of consumers of all ages. [http://www.nestle.com/Common/NestleDocuments/Documents/Library/Documents/Annual\\_Reports/2011-Annual-Report-EN.pdf](http://www.nestle.com/Common/NestleDocuments/Documents/Library/Documents/Annual_Reports/2011-Annual-Report-EN.pdf)">[http://www.nestle.com/Common/NestleDocuments/Documents/Library/Documents/Annual\\_Reports/2011-Annual-Report-EN.pdf](http://www.nestle.com/Common/NestleDocuments/Documents/Library/Documents/Annual_Reports/2011-Annual-Report-EN.pdf)

***How will any potential conflicts be managed?***

- IDF and Nestlé entered into a partnership based on integrity and transparency. There is no product endorsement of any nature. Nestlé shares common concerns about rising obesity rates throughout the world. The very foundation of Nestlé's strategy has been based on applying the best available nutrition knowledge to the

development of products that contribute to the health and wellness of consumers. Nestlé has reinforced this strategy to become recognised as the world's leading Nutrition, Health and Wellness company through:

1. Product reformulation – reduction in sugar, salts and fats over the last decade (please refer to previous points in this document)
2. Consumer education - Nestlé uses clear, user-friendly on-pack labelling to help consumers make more informed decisions about the food they eat. At the end of 2011, the GDA indication of energy featured on front of pack of 98.9% of products in Europe (in sales value). This is in line with the Food Drink Europe's long term EU wide target of 100%. The front of pack information is systematically complemented with additional GDA values in a nutrition table on back of pack for these same products, providing consumers with the appropriate information to make informed choices. In 2011, Nestlé committed to deploy GDA labeling worldwide to ensure all our consumers access this useful information.
3. Responsible communication – Responsible advertising and marketing to children is a critical part of Nestle's multi-faceted strategy to promote balanced diets and healthy lifestyles. Nestle promotes responsible marketing through best practices underpinned by a commitment to transparency and accountability. As an industry, the International Food and Beverage Alliance (IFBA) global policy covers marketing communications directed to children by IFBA members in every market where their products are sold around the world, there are many regional and local food companies that do not belong to IFBA. Currently 44 countries including the EU have voluntary industry pledges, and through monitoring by 3rd parties (Accenture, PriceWaterhouse Coopers and BDRG Continental, it is possible to confirm a downward trend in children's exposure to television food advertising since 2009.

**Additional information on Nestlé's Nutrition and Profiling Criteria:**

Nestlé uses international and national dietary recommendations, to guide product renovation with respect to nutrition, including sugar, salt and saturated fat. The recommendations we use are those issued by authorities such as the World Health Organisation (2003) and the dietary reference intakes, published by the US Institute of Medicine (2006). In countries where different legal values for labelling might be enforced by local authorities, the criteria used for product assessment are determined by those countries' values. In line with these recommendations, Nestle has been reducing the sugar, salt, and saturated fat in its products for a number of years.

Nestlé has had a nutrition profiling system in place since 2005, which includes consideration of the saturated fat content of our products. Nestlé's profiling system can be downloaded at <http://www.research.nestle.com/nutritionhealth/NutritionalProfiling/Pages/NutritionalProfiling.aspx>"><http://www.research.nestle.com/nutritionhealth/NutritionalProfiling/Pages/NutritionalProfiling.aspx>

Nestlé's R&D approach to sugar reduction:

As part of Nestlé's commitment to constantly improve the nutrient profile of its products, they have a well-established and on-going R&D programme to find ways of reducing sugar without compromising on taste. This R&D programme includes basic research to understand the biology of taste, as well as sweetness perception by consumers. Between 2000 and 2010, Nestle reduced the overall sugar content of its products by 34%. This figure is based on the total volume of sugar that Nestle purchased and its overall sales volume over this 10 year period. In 2007, Nestle accelerated efforts in sugar reduction by introducing a mandatory policy for further reductions in the level of sugar, especially in products that make a significant contribution to consumers' total dietary sugar intake. This includes complete meals, snacks and drinks, as well as products intended primarily for children, such as breakfast cereals.