

# Nestlé Responsible Marketing to Children

## ACTION PLAN

Nestlé has taken a leadership role in promoting good nutrition and healthy lifestyles in Australia and around the world for decades. We fundamentally believe in and are committed to responsible marketing, especially to children. As the world's leading nutrition, health and wellness company, we understand the vital role we play in helping to build and sustain healthy generations.

As such we have produced the Nestlé Action Plan to fulfill our commitment to the Responsible Marketing to Children Initiative, which was jointly developed by the Australian Food and Grocery Council (AFGC) [www.afgc.org.au](http://www.afgc.org.au) and the Australian Association of National Advertisers (AANA). [www.aana.com.au](http://www.aana.com.au)

Nestlé's Action Plan exceeds the requirements of the initiative and includes immediately implementing more stringent Communication Principles as well as the elements outlined below.

### **PUBLISH** Nestlé Nutritional Profiling System

- **Nestlé's Nutritional Profiling System** is the most comprehensive of its kind in the world covering 27 food and beverage product categories and is **published** on our website at [www.nestle.com.au/nutrition](http://www.nestle.com.au/nutrition)
- A rigorous system of product analysis, it has been progressively applied across Nestlé's worldwide product portfolio since 2004.
- The criteria used in the Profiling System were established using Nestlé's Nutrition Foundation, World Health Organisation (WHO), U.S. Medical Institute and/or local country (where appropriate) recommendations as to the percentage daily reference values per serving or the percentage total energy. [www.research.nestle.com](http://www.research.nestle.com)

### **CONTINUE** Product Renovation Program

- Nestlé will continue its industry-leading **product renovation program** based on an annual audit which the Company has conducted for the past three years. The audit measures against the Nestlé Nutritional Profiling System and against local National Health Foundation (NHF), Sydney University's GI logo program and School Canteen Associations' criteria.
- Nestlé's **product renovation program** improves the nutrition whilst retaining the taste.
- Globally, **product renovation** has reduced salt, trans fatty acids and sugar and increased calcium, iron, whole grains and fibre. Nestlé has reduced 290,000 tonnes of sugar, 34,000 tonnes of trans fatty acids and 6,800 tonnes of salt from our portfolio since 2003.
- Globally, in 2007 Nestlé **renovated** more than 6,440 products.

### **ACCELERATE** Product Innovation Program

- Nestlé will **accelerate** its Nutrition, Health and Wellness **product innovation program** to develop more nutritionally superior products.
- Nestlé spends more than AUD\$2 billion each year in food technology research and development.
- We currently have 5,000 people involved in R&D globally and 23 product technology and R&D centres around the world.



## SUSTAIN Renovation and Innovation

- Nestlé is committed to sustaining its industry-leading **product renovation and innovation programs**.
- Driving **innovation** for the next generation is a core focus.
- We employ qualified nutritionists in each of our business units to ensure our product development groups have access to the latest nutrition advice.

## REVIEW Nutritional Profiling System

- Nestlé will continually **review its Nutritional Profiling System** and **Nutritional Foundation**© criteria in order to incorporate the latest developments in nutrition, health and wellness.
- The regular **reviews** by Nestlé's teams of nutrition experts and product specialists provide a dynamic approach and promote a system that harnesses latest thinking and emerging science.

## ENSURE Responsible Marketing to Children

- Nestlé will **ensure** it does not advertise food and beverage products to children under 5 years of age.
- **Ensure** advertising to children between the ages of 5 and 12 is restricted to products with a nutritional profile which helps children achieve a healthy balanced diet, including clear limits to product size and ingredients such as sugar, salt and fat.

## MONITOR Implementation and Compliance

- Nestlé has developed a strict process aimed at ensuring compliance, including adherence to our Communications Principles [www.nestle.com.au/nutrition](http://www.nestle.com.au/nutrition)

## ADVOCACY

- Nestlé has joined responsible advertising initiatives in Australia, Europe, Canada, U.S. and Thailand. [www.nestle.com/sharedvaluecsr](http://www.nestle.com/sharedvaluecsr)
- Nestlé is a signatory to the European Union Pledge to change food and beverage advertising on TV, print and internet to children under the age of 12 in the EU. [www.eu-pledge.eu](http://www.eu-pledge.eu)
- Nestlé has committed to the World Health (WHO) Director General's initiative supporting the implementation of the WHO Global Strategy on Diet, Physical Activity and Health [www.nestle.com/sharedvaluecsr](http://www.nestle.com/sharedvaluecsr)

**Nestlé has committed to implementation of all the above programs by 1/1/2009**

