DELIVERING HEALTHY GROWTH

UK FOOD AND DRINK MANUFACTURING
PUTTING HEALTH AT THE HEART OF SUSTAINABLE GROWTH

Food and Drink Federation

Delivering Sustainable Growth

INTRODUCTION

The role that food and drink companies can play in helping consumers to lead healthy, balanced lives is the subject of much debate. Looking at the work highlighted in this document, it is clear that Food and Drink Federation (FDF) members are doing a great deal.
This includes:

- *using cutting edge processes to reformulate products to increase fibre or to reduce saturated fat or salt;*
- *investing in new product development to create healthier options;*
- *promoting those innovative products through responsible communications, adapting their approaches as technology moves at an ever quickening pace;*
- *providing clear on-pack and online information to encourage healthy eating; and*
- *offering practical help and encouragement to their staff and the wider communities they work within to lead healthier lives.*

This builds on the many strengths of what is the UK's biggest manufacturing sector. Our products enjoy a world-class reputation for safety, quality and value. Many of our brands are amongst the UK's most trusted and valued, and are increasingly sought by consumers across the globe. We continue to invest heavily in UK science, technology and research and development to deliver new products, improve our existing ones and to empower consumers to make informed decisions about their own diet and lifestyle.

While we can demonstrate good progress, we are not complacent. As Chair of the FDF Health and Wellbeing Steering Group, I am clear that there is more to do, particularly by working in partnership with others. For example, we can spur further innovation by working better with research funding bodies to deliver relevant research and knowledge transfer.

Public health is everybody's business. The Public Health Responsibility Deal in England recognises this and we will continue to support it. The constructive involvement of more players from the industry and beyond will add weight and consistency to the work already completed. This means that governments north and south of the border need to broaden engagement with initiatives such as the Responsibility Deal and the Obesity Action Plan before deepening the commitments of those who regularly step up to the plate. Regardless, as this document shows, we will continue to innovate and collaborate to drive better public health outcomes and support a successful, sustainable food and drink industry.

Richard Evans
Chair, FDF Health and Wellbeing Steering Group
President of PepsiCo UK & Ireland

"WE WILL CONTINUE TO INNOVATE AND COLLABORATE TO DRIVE BETTER PUBLIC HEALTH OUTCOMES AND SUPPORT A SUCCESSFUL, SUSTAINABLE FOOD AND DRINK INDUSTRY."

Melanie Leech
Director General, Food and Drink Federation

"AS THE UK'S LARGEST MANUFACTURING SECTOR AND ONE WITH A REACH INTO ALMOST EVERY INDIVIDUAL'S LIFE, OUR INDUSTRY IS ACUTELY AWARE OF ITS RESPONSIBILITIES."

INTRODUCTION

In 2013 FDF celebrates its centenary year. Over the last 100 years the food environment has changed dramatically. Our industry has responded to those demands by continually innovating to meet changing consumer needs, providing safe, nutritious and affordable food for a growing population.

Our strong focus on our customers has served us well. By comparison with other industrial sectors we have been largely resilient in the recent economic downturn and as government sought out sectors that could lead the economic recovery, food and drink stepped forward with its vision to grow the industry by a further 20% by 2020.

We are very clear that this growth must not be at any cost. Despite the prevailing economic conditions, our industry remains committed to reducing its impacts on the environment and to playing its full part in improving public health. We first set out our vision and commitment to working in partnership with government and others to deliver improving, long-term public health outcomes as long ago as 2004. And many of our members had even longer-standing commitments and programmes of work in place to meet particular nutritional needs, to respond to the demand for healthier products and for more assistance to shoppers to make healthier choices for them and their families.

Most recently FDF has engaged constructively within the framework of the Public Health Responsibility Deal in England – and the Obesity Action Plan in Scotland, taking voluntary action to reduce salt, eliminate artificial trans fats and empower consumers to reduce their energy intake. As a sector we directly employ around 400,000 people and our members also take seriously their responsibilities as employers – to support their workforce (and their families) to lead healthier, more active lives.

As the UK's largest manufacturing sector and one with a reach into almost every individual's life, our industry is acutely aware of its responsibilities – whether tackling public health issues such as malnutrition or deficiency of certain nutrients in vulnerable groups or the growing challenge of obesity; or enabling consumers to make informed choices from a range of products that match modern lifestyles. We believe we can do this whilst also playing a fundamental role in restoring the health of the UK economy. This all adds up to the food and drink industry delivering healthy growth.

FOREWORD

We are all too aware of the major public health challenges facing us. England has amongst the highest levels of obesity in Europe and some of the lowest levels of physical activity.

The scale of the problem is vast. Around 70,000 premature deaths could be avoided each year if UK diets matched nutritional guidelines. The costs of over weight and obesity on society were £16 billion in 2007, potentially rising to £50 billion a year by 2050 if left unchecked.

The costs fall on us all - individuals and communities, the NHS and business - and ultimately on our future prosperity.

Public health is everyone's responsibility and we'll only succeed if we work together. We agree that everyone must take responsibility for their own choices, but research points to the powerful role of the environment in shaping individual behaviour. That is where you have a vital role to play.

I am encouraged that many in the industry have taken action. The Change4Life movement is strongly supported by FDF members, and we welcome further support.

You have already made excellent progress on reducing salt - with the UK recognised as world leaders - and artificial trans fats have largely been removed. Some manufacturers have committed to our ambitious calorie reduction work in addition to their other commitments, with an increasingly innovative range of activities to encourage people towards healthier options.

However, we need to go further and foster a new 'calorie consciousness', to enable ongoing change by industry to help reverse the upward trend in obesity. The achievements of some rightly deserve praise, but if we are to succeed in the long term action needs to be universal.

FDF members have a strong track record on workplace well-being and many, as Responsibility Deal partners, are committed to improving employee health. The evidence clearly shows that having a healthy, engaged workforce produces significant benefits – not only for employees but for business - including improved quality, and better productivity.

We need to keep building on this momentum. There is excellent work going on, but more can and must be done. I look forward to working with you to help make healthier choices the default option, so that everyone can look forward to a healthy, sustainable and prosperous future.

Anna Soubry MP
Parliamentary Under-Secretary of State for Public Health

"I AM ENCOURAGED THAT MANY IN THE INDUSTRY HAVE TAKEN ACTION. THE CHANGE4LIFE MOVEMENT IS STRONGLY SUPPORTED BY FDF MEMBERS, AND WE WELCOME FURTHER SUPPORT."

"WHEN WE LAUNCHED THE 20/20 VISION TO GROW OUR SECTOR BY 20% BY 2020 WE WERE CLEAR THAT THIS WOULD NOT BE GROWTH AT ANY COST."

Jim Moseley,
FDF President and Managing Director of General Mills

CONTENTS

INTRODUCTIONS
- Melanie Leech, FDF
- Richard Evans, PepsiCo
- Anna Soubry, Public Health Minister

FOOD FOR ALL
- Allied Bakeries
- Birds Eye
- Mars Food
- Mondelèz International
- Nestlé
- United Biscuits

KNOW YOUR FOOD & DIET
- Coca-Cola Great Britain
- Danone
- PepsiCo
- Premier Foods
- Unilever

RESPONSIBLE COMMUNICATIONS
- Britvic
- General Mills
- Mars Foods
- McCain
- PepsiCo
- Premier Foods

HEALTHY COMMUNITIES
- Border Biscuits
- Britvic
- Cargill
- Coca-Cola Great Britain
- Macphie of Glenbervie
- Mondelèz International

Spotlight on Recipe Reformulation in Scotland

FOOD FOR ALL

FOOD FOR ALL

THE UK FOOD AND DRINK INDUSTRY HAS BEEN PROVIDING SAFE, NUTRITIOUS AND GREAT VALUE FOOD TO CUSTOMERS FOR OVER 100 YEARS. FOOD PROVIDES THE ENERGY AND NUTRIENTS THE BODY NEEDS TO STAY HEALTHY AND FUNCTION PROPERLY.

But eating is not just like refuelling a car with petrol. The way we eat can be defined by our culture and lifestyle, by our emotions and our environment. Enjoyable food is one of life's great pleasures.

Our understanding of what constitutes a healthy balanced diet, and our ability to construct it in a way consistent with changing lifestyles, has been a great journey of the last century. Throughout, our members have worked to meet changing tastes and requirements. Our industry leads the world in developing new products and reformulating old favourites to cut salt, fat or energy or to boost fibre or vitamin content, for example.

Over 8,500 products are launched each year ranging from light options, to fortified foods, to new product sizes, in order to meet specific consumer or nutritional needs. From providing healthy convenience food for busy people, to offering safe choices for people with food allergies and intolerances, manufacturers provide access to a broad range of foods that can contribute to a balanced diet.

Nutrition science is constantly evolving, as is the understanding of food preferences, allergies and intolerances. Food manufacturers provide consumers, including groups with very specific needs, with positive food nutrition solutions and great taste experiences.

ALLIED BAKERIES

KINGSMILL®

MAKING HEALTHIER BREAD PART OF OUR STAPLE DIET

Bread has always been part of a staple diet. Statistics show that white bread is still a favourite for many people, and, along with carbohydrates, it provides valuable calcium, iron and fibre to the diet. However we know that nutritionists recommend that where possible we should choose wholegrain varieties.

Dietary surveys show that a number of people in the UK still don't eat any wholegrain at all, and this is where products such as Kingsmill 50/50, made with 50% white flour and 50% wholemeal flour, provide a great solution. While still perceived as 'white' by those who eat it, this range provides wholegrain and a source of fibre, making it a great choice for families.

Of course salt is still a concern and as part of our Public Health Responsibility Deal commitments Kingsmill has already implemented the 2012 salt targets across all of our bread and roll products, with the majority introduced in the first quarter of 2012. Salt reformulation is a time consuming process. A number of trials are needed for every new product recipe produced at each of our UK bakeries. We test to make sure the new recipe meets our high performance and quality standards throughout the baking process and over the shelf life of each product. In all, we complete around one hundred bakery trials every time we make a significant adjustment to the salt content of our product range.

- **Continued work on salt reduction, achieving 2012 Responsibility Deal targets for all of our bread and rolls.**
- **Provided a range of choices to help consumers achieve a healthier balanced diet.**
- **Consistent investment in Kingsmill 50/50 helped to grow the healthier white bread category.**
- **Broadened the range of products containing wholegrain by launching a range of breakfast products under Kingsmill Fruit & Fibre.**
- **Provided information, tips and recipes on our website to encourage consumers to make healthier choices.**

CONTINUED WORK ON SALT REDUCTION, ACHIEVING 2012 SALT TARGETS FOR ALL OF OUR BREAD AND ROLLS

SINCE LAUNCH, **5.3M** HOUSEHOLDS HAVE BOUGHT A BIRDS EYE BAKE TO PERFECTION PRODUCT, REPRESENTING **20%** OF THE UK POPULATION

GETTING MORE FISH INTO THE UK DIET

The Department of Health recommends that a healthy diet should include at least two portions of fish a week, including one portion of oily fish. This is because fish are good sources of many vitamins and minerals and many people in the UK do not consume the recommended amount of fish.

The challenge for food manufacturers is to respond to consumers' changing needs and tastes without compromising on key values such as quality. Innovation in frozen fish is central to attracting consumers to try more fish products and consequently boost their fish consumption.

At Birds Eye we conducted consumer research to help us understand the reasons why some people do not cook fish at home. From this research we discovered two key consumer insights:

1. Consumers want to eat more fish but are put off by the hassle, mess and smell of preparing it.
2. Consumers lack the knowledge and inspiration needed to create a variety of tasty and exciting fish meals.

Birds Eye was the first brand to find a solution for consumers to help them overcome these barriers, launching our 'Bake to Perfection' range in 2009. Due to the way in which this product is packaged, consumers do not come into direct contact with the uncooked fish and so do not experience any mess or smell with its cooking. Instead, the initial product range saw the fish encased in a revolutionary 'Bake Perfect Bag' which included real foil and which emulated the way that customers would cook fish if they were preparing it themselves.

More recently, Birds Eye launched an innovative new Bake Perfect Bag which allows consumers to cook Bake to Perfection products in less than five minutes in the microwave or oven bake as before if preferred. The new 'dual cook' format meets evolving consumer needs for more convenience and has been carefully developed to ensure the same great tasting, quality fish whether they cook in the microwave or oven bake. All of this work has made it easier for people in the UK to eat fish.

THE LAUNCH OF 'BAKE TO PERFECTION' **HAS MADE IT EASIER FOR PEOPLE IN THE UK TO EAT FISH**

MARS food uk ltd

BETTER FOOD TODAY, A BETTER WORLD TOMORROW

At Mars Food, we are dedicated to 'Better Food Today, A Better World Tomorrow'. Our health and nutrition programme encompasses the three areas of Information, Reformulation and Innovation, all backed by sound science.

In response to the need for the population to increase their fibre intake, Mars Food has developed a new product – Uncle Ben's Twice the Fibre Rice. Mars Food knows that our consumers can find it difficult to get enough fibre in their diets but love the taste of Uncle Ben's long grain white rice. Therefore a dedicated research and development programme was set up to find a solution. Uncle Ben's Twice the Fibre Long Grain White Rice is the result and provides 100% more fibre than standard long grain rice, without compromising on taste.

Another innovation is the development of Uncle Ben's Rice Time and Dolmio PastaVita ready meals in response to the consumer need for a healthy meal that is quick to prepare and tastes great. Each ready meal is made up of two pots, one containing sauce, the other rice or pasta. 90 secs in the microwave and the meal is ready to eat. The meals contain 300 to 400 calories, are low in fat and contain no artificial colours, flavours or preservatives. The Dolmio PastaVita meals also contain 1 of your 5 a day.

Our reformulation programme to reduce the level of salt in our products continues and we are proud to have successfully achieved the Department of Health Responsibility Deal 2012 salt targets in six of the seven categories we operate in.

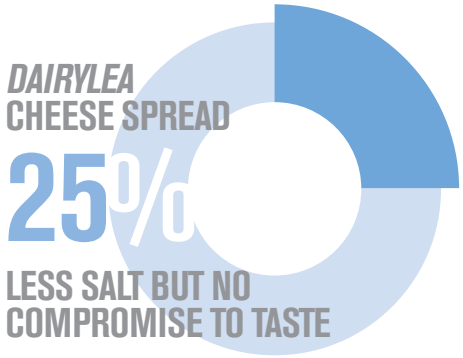
Mars Food is committed to further investment in its health and nutrition programme to provide products that taste great, are quick and easy to prepare and contribute to a healthy, enjoyable and balanced lifestyle.

UNCLE BEN'S TWICE THE FIBRE RICE PROVIDES 100% MORE FIBRE THAN STANDARD LONG GRAIN WHITE RICE

- **The Uncle Ben's Rice Time and Dolmio PastaVita ready meals range provide a healthy meal, low in fat that is quick, tasty and ready to eat when you are.**
- **Uncle Ben's Twice the Fibre Rice is an easy way to get more fibre into your diet with no compromise on taste.**
- **We are proud to have met the Department of Health Responsibility Deal 2012 salt targets for six out of the seven categories we operate in.**
- **100% of products display GDA labelling.**
- **We are passionate about providing enjoyable healthy food that combines great taste and good nutrition.**

Mondelēz International

MAKING TASTY FOODS THAT FIT WITHIN HEALTHY LIFESTYLES



At Mondeléz International, we believe that you can enjoy what you eat and still live a healthy lifestyle. We are committed to developing great tasting products without compromising on the quality and delicious taste people expect from their favourite brands.

When developing products, Mondeléz International looks for fresh ideas to make delicious-tasting foods that fit within healthy lifestyles.

Reformulation has been an important part of our plans for many years. We are working hard to reduce salt, fat and saturated fat, and offer lower calorie options through our research and development and consumer insight programmes, and we are proud of the progress we have made.

Our *Dairylea* brand in the UK is a good example. After a gradual programme of reformulation over recent years, in 2011 we relaunched our *Dairylea* cheese spread, slices and portions with 25% less salt but no compromise to taste.

We are also always looking at developing new products that help consumers lead healthier lives.

For example, *Belvita Breakfast* is a range of biscuits specially designed for breakfast made from wholegrain, rich in cereals, a source of fibre and containing a selection of vitamins and minerals. Perfect for busy lifestyles, each individually-wrapped serving gives you energy for the whole morning and is a convenient solution to a busy start to the day.

Finally, innovations in packaging can help consumers to control their portion size. In the UK, our iconic chocolate brand, *Cadbury Dairy Milk*, is now offered in re-sealable packaging material that allows consumers to eat a little and keep the chocolate fresh.

- **We have a longstanding commitment to help consumers manage their calories, reduce sodium, increase wholegrain intake and reduce fat.**
- **Mondeléz International was one of the founding signatories to the Responsibility Deal at its launch in March 2011.**

United Biscuits

SATURATED FAT AND SODIUM REDUCTIONS IN SNACKS AND BISCUITS

UB commenced saturated fat reduction in 2004 as part of long term plans to improve the nutritional credentials of its portfolio. The first brands to benefit were Hula Hoops and Skips. These were reformulated using frying oils naturally lower in saturated fat, resulting in a 50% reduction in the final product.

Spurred on by positive reactions from consumers and retail customers, UB implemented the second phase of the reduction just 12 months later. This resulted in saturated fat levels in Hula Hoops being reduced by a whopping 80% and in Skips by 79% from 2004 levels.

Consumers responded extremely positively to this recipe improvement, and so over the next seven years, extensive redevelopment took place within UB's snack factories. During this time UB made a commitment to use only the healthier sunflower oil in the cooking process and to roll this out to all brands by 2015.

UB has beaten this target by three years so already all of UB's fried snacks, Hula Hoops, Skips, McCoy's, Space Raiders, Nik Naks, Wheat Crunchies, Frisps, Discos, Roysters, Brannigans, KP Crisps and KP MiniChips, are cooked in 100% sunflower oil, removing over 7,000 tonnes of saturated fat from consumers diets.

In sweet biscuits, reformulations have also been taking place. As part of the Responsibility Deal, UB committed to reduce sodium and has made significant progress. UB currently has 107 sweet biscuit recipes, of which 100 have already been reformulated to meet current Responsibility Deal targets, representing 96% of the sweet biscuit portfolio.

SODIUM REDUCTION:

96%

OF THE SWEET BISCUIT PORTFOLIO REACHED CURRENT RESPONSIBILITY DEAL TARGETS

HULA HOOPS SATURATED FAT REDUCED BY

80%

COMPARED WITH 2004 LEVELS

Consumers responded extremely positively to this recipe improvement, and so over the next seven years, extensive redevelopment took place within UB's snack factories

Nestlé
Good Food, Good Life

RAISING THE BAR IN CAFE STYLE COFFEE

At Nestlé, we understand that consumers are looking for healthier foods that do not compromise on taste. We constantly review our product range to improve taste while enhancing nutritional value using a test called '60:40+'. This measures whether at least 60% of consumers prefer our products in blind tasting over the leading competitor. We also identify the nutritional benefits of a food or drink to measure how taste is combined with good nutrition in order to work towards the perfect balance.

The NESCAFÉ Café Menu® Cappuccino range is 14 frothy coffees for me-time moments at home, prepared with hot water in an instant.

The Department of Health recommends reductions in saturated fat and consumers have shown a strong preference for products without hydrogenated vegetable oils (HVOs). As a result of consumer demand and the drive to improve nutritional profile, Café Menu products are now free from HVOs and artificial flavours and colours.

HVOs deliver a creamier taste, so we worked hard with our technical and factory counterparts to develop recipes that also tasted great. During taste trials 70% of consumers preferred NESCAFÉ Café Menu® Cappuccino and 65% preferred the Unsweetened Taste Cappuccino product to our main competitor. Both recipes deliver improved coffee taste, creaminess, froth and aroma. They also deliver raw material cost savings and run more efficiently in our factory.

The removal of HVOs and artificial flavours from our NESCAFÉ Café Menu® Cappuccino range was completed in 2011 (in 14 varieties) resulting in average reductions of 36% in fat and saturated fat and 6% in calories. This followed average reductions of 7% calories, 21% fat and 26% saturated fat in 2009.

We also offer three NESCAFÉ Café Menu Skinny Cappuccino products with an average of 66% less saturated fat, 63% less fat and 22% less calories than the standard products. Our Unsweetened Taste products contain an average of 46% less sugars compared to standard products. We also offer decaffeinated and flavoured products. This provides our consumers with the widest possible range of products to suit their preferences for taste and nutritional content within a healthy diet.

- **At Nestlé we understand that consumers are looking for healthier foods that do not compromise on taste.**
- **More than 3.5m households buy NESCAFÉ Café Menu products. The reductions in key public health sensitive nutrients will have an impact on the diet of a large number of individuals.**
- **All of our dehydrated beverage products meet the 2012 Salt Reduction Targets. This is just one category of the sixteen categories in which we operate and, in April 2012, over 80% of our products already met the targets.**

WE OFFER THREE NESCAFÉ CAFÉ MENU SKINNY CAPPUCCINO PRODUCTS WITH AN AVERAGE OF 66% LESS SATURATED FAT, 63% LESS FAT AND 22% LESS CALORIES THAN THE STANDARD PRODUCTS

KNOW YOUR FOOD & DIET

KNOW YOUR FOOD & DIET

SHOPPERS TODAY RECEIVE A WEALTH OF INFORMATION ABOUT THE FOOD AND DRINK THEY BUY. INFORMATION IS PROVIDED ON THE LABEL TO MAKE SURE CUSTOMERS KNOW WHAT THEY ARE BUYING, FOR FOOD SAFETY REASONS AND TO HELP THEM MAKE THE RIGHT CHOICES FOR A HEALTHY BALANCED DIET.

Helping customers understand the role and recommended guideline daily amounts of different nutrients in the diet is a key part of FDF members' responsible approach to consumer awareness.

UK food and drink manufacturers have long recognised the importance of clear on-pack nutrition information as a powerful tool for helping consumers make better-informed choices. Increasingly, this is complemented by information on company websites and the delivery of downloads to mobile devices.

FDF members have long been voluntarily providing nutrition information for consumers on pack, with more detailed information included on the back-of-pack, and a simplified, easy-to-use version on the front-of-pack including Guideline Daily Amounts (GDAs). GDA values were established in the UK by a team of academic and industry experts and now provide the basis for nutritional information in the new EU Food Information Regulation, having been endorsed by the European Food Safety Authority.

We believe nutrition information can help consumers be more confident in shopping, meal planning and cooking. Parents, teachers, healthcare professionals, government and the industry all need to work together to make it easier for everyone to achieve a balanced diet.

Coca-Cola Great Britain

HELPING CONSUMERS ACHIEVE HEALTHIER DIETS

We are committed to playing our part in improving public health and encouraging active lifestyles. Coca-Cola believes that in order to promote and encourage healthier diets for both children and adults, calorie expenditure ('calories out'), as well as calorie consumption ('calories in'), must be taken into account.

Cola-Cola GB runs and maintains a consumer facing website which aims to provide all the necessary information for our customers on how to ensure a healthy diet and lifestyle. This website includes the following tools:

- caffeine calculator – to help calculate and track your caffeine intake;
- Work it Out tool – to help you balance 'calories in' and 'calories out';
- get active tips video targeted at mums;
- BMI calculator;
- guide to good dental health;
- drinks diary – to track your fluid intake;
- FAQs on health and ingredients;
- Consumer Information Centre – giving consumers the opportunity to talk to us about our products and ingredients via email or phone; and
- dedicated resource for healthcare professionals on our products and ingredients.

We also have a long term commitment to responsible marketing at Coca-Cola. To help parents make the choices that are right for them and their families we are expanding our range of drinks and pack sizes, and giving our consumers clear and useful information on what our drinks contain so they can enjoy them as part of a healthy and balanced diet. We include nutritional information and Guideline Daily Amounts and also clearly label standard portion sizes on packs.

- **Coca-Cola.co.uk has received more than 2 million unique visits since launch in May 2012.**
- **Over 200,000 visits to the health pages to date.**
- **The caffeine calculator has had almost 30,000 visits.**
- **The Work It Out calculator has had almost 4,000 visits since launch at end of September 2012.**

In March 2012, Coca-Cola GB announced we would sign up to the calorie reduction pledge as part of Government's Responsibility Deal.

This involves us:

- **investing £15 million in reformulating several of our beverages and reducing the overall calorie content of those brands by at least 30% by 2014; and**
- **delivering a 5% cut in the average calories per litre of our sparkling soft drinks by the end of 2014.**

OVER 200,000 VISITS TO THE COCA-COLA.CO.UK WEBSITE HEALTH PAGES

EAT LIKE A CHAMP

Eat Like a Champ is a free healthy eating educational programme aimed at Year Five primary school children. The aim of the campaign is to tackle the growing issue of poor nutrition and obesity amongst children through six specially tailored lessons about healthy eating. The concept of Eat Like a Champ is to make nutrition exciting and inspire children to adopt the healthy choices of champions they admire; in this case, street dance sensation Diversity.

The content of Eat Like a Champ was co-created in collaboration with the British Nutrition Foundation to ensure that the lessons are of the highest possible standard and compliment the national primary school curriculum.

Every year a selection of participating primary schools are invited to a special event, where children have the chance to meet Diversity and enjoy a special dance performance to reward their healthy eating efforts. Previous venues include the Indigo 02 and Alexandra Palace. In 2012, the event was combined with the national final of Danone's other key corporate social responsibility (CSR) project, the Danone Nations Cup football tournament at Stamford Bridge, home of Chelsea Football Club.

Eat Like a Champ was launched in 2010 in 18 primary schools. In 2012 over 500 primary schools and 10,000 children took part. Our 2013 ambition is to have Eat Like a Champ run in over 1,000 primary schools across the UK.

Teachers can sign up for Eat Like a Champ 2013 at www.eatlikeachamp.co.uk

Find out more about the 2012 Eat Like A Champ campaign on YouTube at www.youtube.com/eatlikeachamp

IN 2012 OVER 500 PRIMARY SCHOOLS AND 10,000 CHILDREN TOOK PART IN OUR EAT LIKE A CHAMP PROGRAMME

- **Eat Like a Champ won the Good Practice award in the EU Platform on Diet, Physical Activity and Health, 2011; Institution of Promotional Marketing award in CSR, 2011, and Business in the Community Big Tick award in 2012.**
- **95% of Eat Like a Champ pupils stated they were eating more healthy food after the course and 100% of teachers reported they found Eat Like a Champ helpful and relevant (NSP survey, August 2011).**
- **In 2012, independent research carried out by the Children's Food Trust showed that children who took part in Eat Like a Champ shifted their behaviours towards healthier eating habits.**

PEPSICO
UK & Ireland

EDUCATING CONSUMERS ABOUT NUTRITIOUS AND CONVENIENT BREAKFAST OPTIONS

The launch of Quaker Oat So Simple Pots has proved a genuine 'game changer' in the breakfast market, delivering an easy-to-prepare, great tasting healthier alternative for breakfast on-the-go. As a result, the Quaker Pot has attracted a new demographic into the porridge market – busy young professionals. Containing wholegrain oats, the Pot is a source of protein and dietary fibre. Our TV advertising focused on the positive nutritional benefits of porridge and how the Pot tackles the convenience barrier that exists, particularly for young people.

Research conducted by Quaker found that some shoppers were still not choosing porridge as a breakfast option because of the time needed to prepare it. The Pot was launched to tackle this issue head on, with Quaker creating a high quality, great tasting product that can be prepared in two minutes without the use of a cooker or microwave. Consequently, porridge can be enjoyed with minimum fuss

With 'out-of-home' breakfasting becoming an increasingly popular trend for busy consumers, with 1 in 10 eating on-the-go, the introduction of the Quaker Pot also aimed to offer a healthier, great tasting alternative to some of the higher in fat products that dominate the out-of-home breakfast market, such as pastries and bacon sandwiches.

- **Quaker has created a new model for porridge that enables consumers to prepare a nutritious breakfast by just adding boiling water.**
- **The Pot launch has seen an additional 475,000 new households choose Quaker products.**
- **Quaker has increased the percentage of younger, 'pre-family-stage' shoppers who buy porridge oats from 10% to 22%.**
- **5.7 million pots were sold in the first year alone and the Quaker Oat So Simple Pot brand has just been valued at £10million (Nielson).**
- **The initiative builds on PepsiCo's 'Human Sustainability' commitment, addressing nutritional needs and offering a healthy alternative which appeals to younger consumers who eat breakfast on-the-go.**

INCREASED THE % OF YOUNGER SHOPPERS WHO BUY PORRIDGE OATS FROM 10% TO 22%

PREMIER FOODS

HOVIS WHOLEMEAL CHALLENGE

The Hovis Wholemeal 'Gold Start' Challenge was developed in collaboration with the Hovis ambassador and Olympic Gold Medallist Victoria Pendleton. Victoria told us that eating Hovis Wholemeal bread for breakfast had helped her to stop mid-morning snacking and to maintain a healthy balanced diet.

- **The Hovis Wholemeal 'Gold Start' Challenge was a marketing campaign aimed at promoting healthier options.**
- **The 'Challenge' promoted the positive role of food in the diet.**
- **The 'Challenge' identified and addressed the need of a specific consumer group ('the snackies') and offered a reward based, and nutritionally enhanced, solution.**

Consumer research carried out by Premier Foods had shown that many people experienced mid-morning hunger pangs leading to 'snacking'. The research found that around 50% of women wanted to give up snacks and 48% admitted that 'elevenses' treats were the main reason for reaching for the 'biscuit barrel'.

Premier Foods was keen to explore the opportunity to support busy women, like Victoria, to make a small but important change to their eating habits and to provide information on healthier options with enhanced nutritional value.

The Hovis Wholemeal 'Gold Start' Challenge was launched in January 2011, and running alongside TV advertising, the challenge specifically looked to engage with women to help them kick start their New Year's resolutions, highlighting that a healthy, high fibre breakfast can play a key part in feeling fuller for longer and help stop mid-morning snacking.

Working closely with Victoria we created the Hovis 'Stop Snacking' facebook app which looked to encourage women to swap their usual breakfast for delicious Hovis Wholemeal breakfast recipes.
The Hovis Wholemeal 'Gold Start' Challenge is a reward based initiative providing consumers with snack related challenges, fantastic daily prizes, and motivational tips from Victoria.

Our trial showed that 64% of women who swapped their regular breakfast for Hovis Wholemeal felt fuller for longer and 86% agreed that eating Hovis Wholemeal helped them snack less between breakfast and lunch.

86% OF WOMEN AGREED THAT EATING HOVIS WHOLEMEAL HELPED THEM SNACK LESS BETWEEN BREAKFAST AND LUNCH

NEW FLORA RE-LAUNCH

At the start of 2012 we re-launched our new tastier Flora spread. This was a re-launch of the two varieties, Flora Original and Flora Light, with a tastier and healthier formulation, utilising new technology, which enables us to produce a creamier, tastier product with less calories, total fat and saturated fat.

Following reformulation of these products and via on pack labelling, we were able to make a strong claim front of pack – 80% less saturated fat than butter (for Flora Original) and 87% less saturated fat than butter (for Flora light). These claims are then explained and supported by the inclusion of the approved article 13 nutrition and health claim 'Decreasing the consumption of saturated fats in your diet helps to maintain a healthy cholesterol level' at side of pack.

Our new Flora Original has 24% less total fat, 17% less saturated fat and 23% less calories than the previous formulation. Our new Flora Light variant has 21% less total fat, 25% less saturated fat and 21% less calories than previous formulation. Even with the reduction in total fat, we were still able to maintain a good proportion of unsaturated fats with an increase in percentage of omega 3 and only a slight reduction in omega 6. It was demonstrated through extensive consumer testing that we were able to make these positive changes to the nutrition profile of the products without compromising on taste – making an even 'tastier' product at the same time.

- **Improving the nutrition and taste profile of the product simultaneously.**
- **Demonstrating Unilever's commitment to our internal initiatives, one of which is the improvement in the health credentials of our products – Unilever Sustainable Living Plan www.unilever.com/sustainable-living/**
- **Demonstrating Unilever's commitment to government's voluntary initiatives such as the Department of Health Responsibility Deal Pledge on calorie reduction. Marketing success: 7% penetration growth on Flora Original/Light since re-launch – now at 35.8%.**
- **Utilising brand new and innovative technology for product improvement.**

OUR NEW FLORA VARIETIES EXPLAIN ON PACK **WHY YOU SHOULD LOWER SATURATED FAT IN YOUR DIET.**

RESPONSIBLE COMMUNICATIONS

RESPONSIBLE COMMUNICATIONS

ADVERTISING AND MARKETING ARE FUNDAMENTAL TO ACHIEVING DYNAMIC, EFFECTIVE, MARKETS. THEY ARE IMPORTANT LEVERS OF CHOICE AND COMPETITION, PROMOTE INNOVATION, DRIVE QUALITY UP AND PRICES DOWN.

The UK's food and drink industry has an especially strong track record of creating brands which people like and trust, and which offer quality, value and choice.

Equally we recognise the need to respect the trust that consumers have in brands and their communications. That's why UK advertising has a strict regulatory regime across all media, comprehensively adhered to and enforced, with special provisions for marketing food and drink to children. Many companies go further than the rules, making European and global voluntary commitments and developing their own responsible marketing guidelines.

And as consumer attitudes change, the way we apply our marketing talent and reach is changing too. Brands today are being harnessed as a powerful tool to deliver lifestyle advice and to help people to make healthier choices.

Many of our large members are leading supporters of the Government's Change4Life social marketing campaign. Many more work with their customers and in their local communities, often in partnership with others, to support families to lead healthier lives and to make practical changes to achieve their goals.

BRITVIC soft drinks

MARKETING HEALTHIER CHOICES

Fruit Shoot launched in 2000 and is now the No.1 kids Fast Moving Consumer Goods (FMCG) brand in the UK. Free from artificial colours and flavours, it gives mums a choice between sugar and sweeteners, with over 85% of sales coming from low sugar products.

In line with Britvic's 'marketing to children' policy to promote balanced diets and active lifestyles, Fruit Shoot never advertises its full sugar range, and has also launched healthy line extensions - 'My 5' - real fruit juice with water and one of kids' 5-a-day, and 'Hydro'- fruit flavoured water to hydrate kids.

From conception, Fruit Shoot inspired kids to learn new skills and have fun. A 'Get Good' campaign was launched encouraging kids to get outdoors and practise skills such as skateboarding. The 'Skillicious' campaign followed, which focused on trying new activities like beat boxing and speed stacking. Partnering with Nickelodeon to achieve greater reach of the 'active kids and skills' message, kids were encouraged to learn skills and be nominated for skills awards voted by other kids.

In 2010 Fruit Shoot surveyed 4,000 parents, finding that children were missing out on a variety of skill-based games, with 94% of mothers stating they 'skipped' as girls whereas only 24% of girls skip today. This research led to 'The Juice Crew' campaign where Fruit Shoot hosted skills events in which 90,000 children took part. In 2011 'Parents for Playgrounds' via Fruit Shoot's 'Ready for Ten' website paid to transform neglected playgrounds. Then during 2012 Fruit Shoot supported Britvic's biggest, cross-brand marketing campaign 'Transform your Patch', activated across 2.5bn packs to deliver lasting change through regeneration projects transforming outdoor spaces within our consumers' communities.

- **With no full sugar advertising, 85% of Fruit Shoot's sales come from low sugar products.**
- **Fruit Shoot has launched healthy line extensions 'My 5' and 'Hydro'.**
- **Fruit Shoot supports Britvic's 'marketing to children' policy and promotes healthy lifestyles.**
- **Fruit Shoot supported Britvic's biggest, cross-brand marketing campaign 'Transform your Patch' to deliver lasting change, through regeneration projects transforming outdoor spaces within our consumers' communities.**
- **Finally, 'how to' skills videos are available on www.fruitshoot.com.**

WITH NO FULL SUGAR ADVERTISING, 85% OF FRUIT SHOOT'S SALES COME FROM LOW SUGAR PRODUCTS

GENERAL MILLS

90,000 VISITS TO THE NATURE VALLEY 2,000 FREE WALKS PAGE

WALKING THE WALK AND TALKING THE TALK

General Mills, through the Nature Valley brand and website, has a long history of promoting healthy active lifestyles outdoors, fuelled by wholegrain. Whether an avid hiker or simply interested in a gentle afternoon stroll the Nature Valley website has a walk to suit you across the country. Earlier this year General Mills was proud to partner with 'Walk4Life', extending the number of walks on offer even further.

The website features details of more than 2,000 free walks along with walking tips and details about how walking can be good for you.

Walks cover the whole of the UK and offer visitors to the website a range of options, including walks by length and difficulty, to suit all abilities.

The website highlights how walking is a great exercise that doesn't need an expensive gym or equipment and how it is low impact and low intensity and people of any age or fitness can do it.

The site also explains how wholegrain oats – such as those in Nature Valley's range of bars – have been shown to have many benefits, and highlights how the UK Food Standards Agency and the British Nutrition Foundation encourage consumers to select wholegrain varieties of cereals and grains.

- **Within six months of launch the site had more than 90,000 visits, with a bounce rate of approximately 20% (i.e. 80% of visitors stayed on the site once they landed there).**
- **78% of visitors to the Nature Valley website visit the walking pages.**
- **The most popular walk is the The Royal Parks - this walk has been viewed 3,455 times.**
- **Several local authorities and forums have linked to the site which shows the value of the content.**
- **All these sites below, to name a few, link to the walks:**

www.lakedistrict.gov.uk

www.wiltshirelaf.org.uk

www.getwalking.org

www.movingsomersetforward.co.uk

www.walking-routes.co.uk

MARS food uk ltd

THE MARS MARKETING CODE

Mars manufactures some of the world's best loved chocolate, confectionery, chewing gum and food brands globally. We believe in healthy eating and pride ourselves on the high quality of our products. Based on sound scientific knowledge, we know that they can form part of a healthy and enjoyable diet for consumers of all ages.

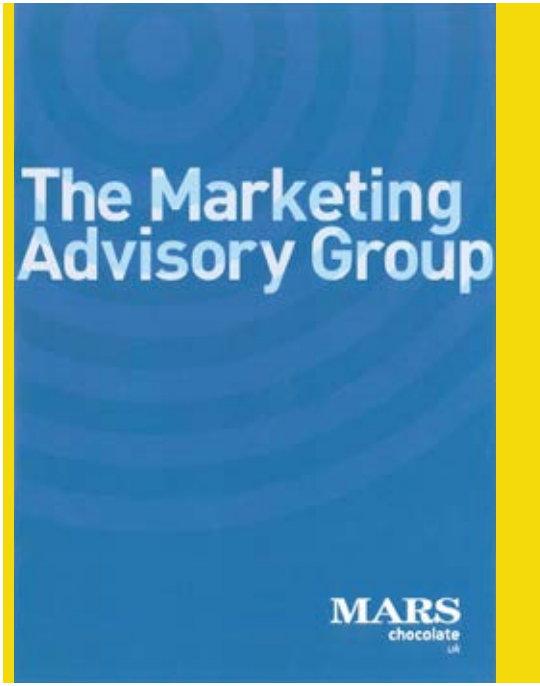
Mars has a long history of marketing its products responsibly and because we want people to trust their favourite Mars brands, we have a comprehensive global Marketing Code that sets strict guidelines for the way we advertise food, chocolate, confections and gum products across all our markets.

Our Marketing Code, first adopted in 2008, reflects our corporate values and principles, and our commitment to responsible marketing communications, within a dynamic marketing environment.

The Mars Marketing Code applies to marketing communications for all our chocolate products including promotional materials and activities. The code's main goal is to reaffirm our sustained commitment to the responsible and creative use of advertising.

Compliance with our Marketing Code is audited annually by a third party in several countries. We are also part of an industry coalition, the International Food and Beverage Alliance (IFBA), which commits member companies to upholding shared marketing standards.

Mars seeks to support parents in making healthy choices for their children. One important aspect of the Mars Marketing Code is our commitment to not direct advertisements to children under 12 years of age. In 2007, we became the first food company to announce a global commitment to stop advertising food, snack and confectionery products to children under 12.



THE MARS MARKETING CODE WAS FIRST ADOPTED IN **2008**

The Mars Marketing Code commitments:

- **Our communications will not undermine the pursuit of a healthy, balanced diet and active lifestyles.**
- **Our communications will not encourage excessive consumptions of our products.**
- **We will endorse initiatives to encourage active lifestyles including the sponsorship of sports events.**
- **We will not direct marketing communications to children under 12, either in terms of ad content or media purchasing.**
- **We will direct our marketing communications to adults who make household purchasing decisions (gatekeepers) and will aim to allow them to make informed choices about our products.**

MCCAIN, COMMUNICATING PRODUCT INFORMATION

McCain is the UK's largest manufacturer of frozen potato products, making a wide range of tasty, convenient staple foods that are popular with all ages. Our goal is to produce good food made simply, and to reflect this through clear and straightforward communications with our consumers and customers.

As a company we are committed to helping people make the right food choices by communicating information on our products in a way that is transparent and easy to understand. In 2006 in the UK we introduced front of pack nutritional labelling combining traffic lights and guideline daily amounts to all our retail packs, showing the amount of fat, saturated fat, sugar, salt and calories in a cooked portion. On our consumer website we supplement this with full nutritional profiles together with a range of other product information, cooking guidelines and recipes.
We provide explanations for all the ingredients we use so that people know exactly what is in the products they buy, what individual ingredients are and why they are used. The website also includes information on potential allergens in our products, enabling people to check before they buy.

We take the same approach with our foodservice customers communicating clear product features and benefits, nutritional and cooking information of real practical value to all outlet types, from school kitchens to gastro pubs. Packaging on our foodservice products carries detailed nutritional profiles based on different cooking methods while our dedicated Foodservice website offers additional information, advice and support tailored to the needs of specific sectors. Our objective is to make caterers lives easier by providing information to help them plan and prepare meals that are tasty, nutritious and convenient.

- **We communicate clear product information to consumers, including colour coded front of pack nutritional labelling, to help them make the right food choices for themselves and their families.**
- **We are committed to providing consumers and customers with information that is transparent, accurate and easy to understand.**
- **We work closely with out of home food outlets to help them understand the nutritional role of our products in the meals they produce.**
- **We will continue to look for ways to help promote understanding of good food and healthy diets.**

PEPSICO
UK & Ireland

CLEAR MARKETING GUIDELINES

We take a responsible approach to marketing of all our products and have developed clear guidelines which form a policy which includes and then goes beyond our commitments to both OFCOM regulation and global voluntary industry agreements. OFCOM is the independent regulator and competition authority for the UK communications industries.

Since 2009 we have voluntarily extended OFCOM rules on targeting under-16s across all advertising media, including print, radio, the internet and now social media.

For those products in our portfolio which are designed specifically for children, we take steps to ensure that they meet strict nutritional criteria and that marketing is targeted primarily at parents. Globally, we do not market any of our products, whatever their nutritional value, to the under-8s.

We brief our media buying agency to avoid websites popular with inappropriate age groups for the product. We also have a 1000m rule on placing outdoor advertisements near schools.

In 2011 we joined a voluntary initiative led by the Advertising Association, which promises not to employ children to actively promote brands, products, goods, services, causes or ideas to their peers, associates or friends.

1000m

RULE ON PLACING OUTDOOR ADVERTISEMENTS NEAR SCHOOLS

PREMIER FOODS

PROVIDING ACCESS TO FAMILY FRIENDLY RECIPES

It's a fact that the average British family enjoys a limited variety of meals making only around six different set meals every fortnight. To try and help busy families to expand their culinary experiences, Premier Foods has launched its 'Great Little Ideas' (GLI) website aimed at providing quick and easy access to a broad range of inspiring family friendly recipe ideas. GLI also offers ideas on how to reduce food waste by using leftovers, and other ingredients, already in the home and that make the most of everyday store cupboard staple foods to prepare a main meal.

GREAT LITTLE IDEAS :

1. **delivers Premier Foods' commitment to provide consumers with 'better for you' choices and information needed to enjoy a healthy and balanced diet;**
2. **helps make wholesome home-cooked meals achievable and affordable for the average British family;**
3. **encourages more varied culinary experiences with enhanced nutritional value for the average British family;**
4. **promotes use of leftovers and store cupboard ingredients to minimise food waste and to reduce household bills; and**
5. **involves collaboration between WRAP and Premier Foods to help achieve a key Government target to reduce food waste sent to landfill.**

GLI has joined forces with the Waste Resources Action Programme's (WRAP's) 'Love Food Hate Waste' campaign which aims to help consumers reduce both food waste and household bills. The GLI website includes a useful interactive meal planner which automatically creates a shopping list and estimates the cost of the weeks shopping.

In order to deliver against our Responsibility Deal commitments, we recognise the need to help busy families to increase their meal choices whilst providing information to help them eat a healthy balanced diet with enhanced nutritional value.

GLI gives mums recipes and inspiration to help create a variety of simple, affordable and wholesome meals using an ongoing multimedia campaign, including TV and press advertising, a website and social media. Our nutrition experts also ensure that the GLI ideas and recipes make a positive contribution to a well balanced diet and offer appropriate portion sizes, and amounts of calories, fat, saturated fat, sugar and salt for the meal occasion and maximise the use of fruit and vegetables.

www.greatlittleideas.com

GLI GIVES MUMS RECIPES AND INSPIRATION TO HELP CREATE A VARIETY OF SIMPLE, AFFORDABLE AND WHOLESOME MEALS

HEALTHY COMMUNITIES

HEALTHY COMMUNITIES

THE FOOD AND DRINK INDUSTRY EMPLOYS AROUND 400,000 PEOPLE ACROSS THE BREADTH OF THE UK. IT HAS A PROUD RECORD OF INVESTING IN ITS PEOPLE – NOT ONLY PROVIDING WORK FOR SUCCESSIVE GENERATIONS BUT ALSO IN IMPROVING THEIR LIVES.

Our commitment to workplace wellbeing starts of course with health and safety and occupational health, but goes way beyond that. In fact it encompasses areas such as making it easier for employees to make healthy choices in staff facilities, encouraging physical activity and the sense of community that can make it easier for people to feel supported in making lifestyle changes. Large companies recognise that they can lead the way and support smaller businesses by sharing facilities and learning about what works.

Our sense of responsibility does not stop at our workforce. Manufacturers are also committed to playing a positive role in their local communities, by creating a wide range of initiatives to promote healthy lifestyles working in partnership with local organisations. School breakfast clubs, walking buses, cookery schools, sports competitions – the range of innovative ways in which food and drink companies are supporting local initiatives to create healthier communities seems endless. This work is vital if our industry is to continue to thrive, and attract future generations to join the ranks of those making some of Britain's best–loved brands.

BORDER BISCUITS

ENCOURAGING STAFF TO BE HEALTHY AT WORK

- **Our social committee has organised a number of popular staff activities, including Go-Ape, Go-Karting and Paint Balling events. These outings have seen a high take up amongst staff, encouraging them to socialise in a fun setting.**
- **Members of staff regularly volunteer time to support Clydesdale Community Initiatives, a local charity which supports social care for vulnerable groups in the community. Volunteering typically involves undertaking physical tasks, such as digging or dry stone dyking, which is good for physical health and staff morale.**
- **The use of our staff newsletter, notice boards and team meetings to promote our events and gain feedback has boosted attendance at events.**

Border Biscuits has been proudly producing the best biscuits we can possibly bake for over 25 years. Central to the success of our business is the people we employ who are based at our head office and factory in Lanarkshire, Scotland. At Border Biscuits, senior management works closely with our HR team to ensure that the needs of our people are met.

Despite being based in an industrial estate with limited local resources, we have looked creatively at what we can achieve on site. For example, our 'Free Food Fridays' encourage staff to socialise and eat well by offering them free healthy choices to enjoy with colleagues. We also actively encourage staff to share what they are doing to stay fit outside of work with their colleagues.

We hope to develop our workplace wellbeing scheme by establishing a dedicated staff committee and are constantly looking for opportunities to enhance our staff offering.

OUR **FREE FOOD FRIDAYS** ENCOURAGE STAFF TO SOCIALISE & EAT WELL

BRITVIC soft drinks

wellness@work

EMPLOYEE WELLBEING PROGRAMME 'WELLNESS@WORK'

Britvic launched our specific employee wellbeing programme 'wellness@work' in 2011, which supports the principles of Change4Life – eat less, move more, live healthier.

'wellness@work' aims to address work life balance, absenteeism and ultimately retain Britvic's great employees. The programme launched in January 2011 with the distribution of a sports-kit bag containing a pedometer, local walking map, work-life-balance wheel, bottle of Gatorade, vouchers and loyalty cards for canteens, and details of a new employee assistance programme.

- **Launch of 'wellness@work' dedicated programme of events, policies and help.**
- **Two successful walking challenges with large participation levels.**
- **Refurbished showers and new exercise class regimes in place.**
- **Roll out of free 1-2-1 lifestyle assessments across sites.**
- **High participation in targeted activity such as Stoptober.**

Since the launch, Britvic has organised two walking challenges across all sites and this year 32 teams entered. There is a dedicated 'wellness@work' page on the intranet where healthy recipes, tips and links to local walks, NHS help centres and HR policies and carelines are available. On-site canteens display GDAs and there are loyalty cards for healthy items such as fruit and porridge. Showers at sites have been refurbished to encourage lunchtime activity clubs and at Head Office there are site classes in Yoga, Pilates, Zumba and Circuits, whilst another factory team updated its gym.

Britvic is in the process of rolling out free 1-2-1 health assessments with our healthcare provider and these have been well attended to date, with the anonymised results feeding into further activities, such as identifying smoking as an issue and therefore supporting and incentivising employees to participate in the Department of Health's Stoptober campaign to encourage people to quit smoking.

BRITVIC IS IN THE PROCESS OF ROLLING OUT FREE **1-2-1** HEALTH ASSESSMENTS

MANCHESTER 2012 ACTIVITY CHALLENGE

- **20% of employees are participating in the Challenge.**
- **Other Cargill locations in the UK are introducing and developing their wellbeing programmes based on the programme in Manchester.**
- **A strong Wellbeing Programme offers current and new employees the confidence that they are working for a company that cares about their wellbeing, and this in turn promotes employee engagement.**
- **Continued low sickness absence rates of less than 1.5% annually.**
- **Activities have been linked to fundraising for local charities with over £12,000 raised to date.**

The Employee Wellbeing Programme aims to engage employees and empower them to lead healthier and more active lives. This is achieved through focusing on health education, healthy eating and promoting physical activity at work, supporting them in achieving a work life balance.

Initiatives such as educational workshops, free fresh fruit, regular lunchtime walking and running clubs and mini health checks help to achieve this.

In 2012, the Activity Challenge was introduced recognising it was Olympic year in the UK, and to inspire employees to review and increase their daily activity levels so that ultimately we created our own Olympic Legacy, with employees maintaining their activity levels long after the Olympics had finished.

The challenge was launched in February during Sportmaker Workshops, designed by Sport England and run by GreaterSport, a local charity committed to "providing opportunities for everyone to take part in sport and physical activity." It involved a calendar of activities, focusing on Olympic sports including running, table tennis, cycling, sailing, canoeing, kayaking and football.

Participants log their activity on a spreadsheet and are awarded points based on the duration of the activity and their age. A handicapping system allows more mature employees to compete on an even playing field with our younger employees. Participants can also earn extra points by becoming a 'Sportmaker' and encouraging others to participate in activity sessions. The aim is to earn enough points to receive either a gold, silver or bronze medal which will be awarded in December 2012.

CONTINUED LOW SICKNESS ABSENCE RATES OF LESS THAN 1.5% ANNUALLY

Coca-Cola Great Britain

COCA-COLA - SUPPORTING SPORTS CHARITY STREETGAMES

OVER

110,000

YOUNG PEOPLE IN THE UK HAVE TAKEN PART IN STREETGAMES FREE DOORSTEP SPORTS SESSIONS

Coca-Cola GB has signed up to eight Physical Activity pledges through the Responsibility Deal, including:

- **getting more children and adults active;**
- **supporting more active travel for employees;**
- **increasing workplace activity.**
- **promoting the CMO's physical activity guidelines;**
- **tackling the barriers to physical activity;**
- **encouraging healthier staff food;**
- **incorporating health and wellness into our CSR report; and**
- **using occupational health services that meet standards.**

We are privileged that Coca-Cola is one of the world's most popular brands, and we understand the global responsibility that comes with that. We use the power of our brands to inspire positive and sustainable behaviour change in consumers.

Coca-Cola GB supports community doorstep sports charity StreetGames, helping them deliver an improved sporting experience to over 110,000 young people nationwide. The partnership allows StreetGames to grow its network of projects around the UK; create 300+ neighbourhood and mass participation festivals across the country; launch into Scotland for the first time and establish a legacy of improved training for coaches through the new StreetGames Sport for Change Academy.

We are a founding partner of Special Olympics GB (since 1978) and will continue to work with them as a corporate partner to raise awareness of the charity and its aims to provide year-round sports training and competition for children and adults with intellectual disablilities, helping them to enjoy fun, fitness, friendship and improved self-esteem through sport. As one of our charity partners on our loyalty site, CokeZone, Special Olympics GB benefits from points donated to raise money for athletics equipment. Our employees raise money year-round for Special Olympics GB.

macphie

HELPING EMPLOYEES TO BE ACTIVE IN THE COMMUNITY

Macphie is the UK's leading family owned food ingredients manufacturer located on a beautiful estate in Scotland. The health, safety and well-being of its staff is high on the agenda for Chief Executive Alastair Macphie.

Macphie encourages its staff to lead more active lifestyles and volunteer their time locally. The company does this by covering entrance fees for sporting events, providing opportunities for staff to work with local schools, and providing regular personal development training opportunities. It also maintains a culture of learning and is seen as a model of excellence in the field of training and development. The modern Glenbervie Centre is a great hub for everyone in the company and houses a staff restaurant, coffee bar, Learning Centre, occupational health suite, Visitor Centre and meeting rooms. Monthly occupational health clinics provide advice on health and fitness. At Christmas the directors serve lunch to the workforce.

- **Macphie has one of the lowest staff turnovers in the industry.**
- **Since being awarded the Investors in People standard in 1999 Macphie is now recognised as an 'IIP Ambassador'.**
- **In 2011, twenty per cent of staff received Project Management training and ten per cent undertook Leadership training.**
- **Staff recently hosted a Charity Race Night, raising £5000 for two local charities. Both the Stonehaven Kidney Dialysis Unit and the Aberdeen Branch of the British Heart Foundation received £2500 each.**
- **We supported the MacMillan Coffee Morning by donating products as well as supporting the FareShare charity to help the homeless.**
- **In five years, Macphie has supported almost 700 local charities and groups with cash or product donations.**

700

LOCAL CHARITIES SUPPORTED IN THE LAST FIVE YEARS

Mondelēz International

HELPING PEOPLE TO MAKE HEALTHIER CHOICES

- **Mondeléz International promotes healthy lifestyles through *Health for Life* and is a leader in marketing responsibly to children.**
- ***Fit for Life* is a longstanding employee health and wellbeing programme available to all staff in the UK – each site has a *Fit for Life* champion.**

Mondeléz International around the world is committed to running programmes in the communities in which it operates to help educate and motivate people to make healthier choices.

In 2012, Mondeléz International launched *Health for Life,* a £3.1 million five year programme which seeks to achieve a sustained and demonstrable difference in healthy lifestyles across South Birmingham around our largest site. *Health for Life* is delivered through primary schools, secondary schools and the wider community and supports fun activities that engage people in growing food, healthy eating and cookery and physical activity.

Health for Life will reach over 60,000 staff and school pupils and 50,000 households and amongst other things, aims to make a measurable improvement in levels of primary activity.

The programme builds on the success of *health4schools*. In partnership with Gloucestershire County Council and NHS Gloucestershire, this was introduced in 2004 to help schools engage their community in healthy, sustainable lifestyles. The original programme reached 100 schools.

Rebranded in 2009 as *health4schools futures*, the project scope broadened to work with the same 100 schools to support sustainability initiatives. Through the programme, schools receive funding, support from a specialist delivery team and resources to implement ideas developed in their school. 90% of participating schools said that it had led to culture change and they would sustain the activity once the funding ceased.

Health for Life

OVER 60,000 STAFF AND SCHOOL PUPILS ARE EXPECTED TO TAKE PART IN *HEALTH FOR LIFE*

Dr Colette Backwell
Director of the Scottish Food and Drink Federation (SFDF)

"IN SEPTEMBER 2012 THE SCOTTISH GOVERNMENT ANNOUNCED A FURTHER TWO YEARS' FUNDING FOR SFDF'S REFORMULATION PROGRAMME."

INTRODUCTION

For just over a year, the Scottish Food and Drink Federation (SFDF)'s new Reformulation Programme has been helping small and medium-sized food and drink businesses in Scotland, who are the core of our industry, to improve the healthiness of their product ranges. Under our innovative programme, which is funded by the Scottish Government, companies receive tailored recipe change advice from SFDF's Industry Technical Manager. In September 2012 the Scottish Government announced a further two years' funding for the Programme in recognition of the important role it can play in spreading best practice across the industry.

SFDF and our members are committed to playing our part in the improvement of public health and tackling the challenges of overweight and obesity alongside government and other partners.

Turn the page to find out more about SFDF's Reformulation Programme...

Scottish Food and Drink Federation

Delivering Sustainable Growth

SFDF'S REFORMULATION PROGRAMME

The Scottish Food and Drink Federation (SFDF)'s Reformulation Programme is a free service providing small to medium-sized food manufacturing businesses in Scotland with tailored advice to help them reduce the energy content (through lowering levels of fat or sugars) and salt content of their products. Funded by the Scottish Government, this service helps businesses which typically do not have significant, if any, technical new product development resource or reformulation experience. Updating recipes is one of the ways that manufacturers are helping consumers to lower their energy intake and consumption of these nutrients to improve public health.

For more information on SFDF's Reformulation Programme visit www.sfdf.org.uk

Scottish Food and Drink Federation

Delivering Sustainable Growth

SUCCESS STORIES

MACLEAN'S HIGHLAND BAKERY is a craft bakery business based in Forres, Moray. The company manufactures and sells a full range of bakery products, including meat pies bread, oatcakes, biscuits and cakes. They sell these products in their five retail shops and via wholesale. Maclean's have reduced the salt content of their steak pies by 50% while maintaining sales.

TODS OF ORKNEY, a Stromness-based manufacturer, best known for its Stockan's oatcake range, have been supported to achieve a 20% reduction in salt and 5% sugar in their 'Thick' oatcakes. The products made by Tods are sold widely in Scotland and in several major multiples throughout the UK. Tods are continuing with reformulation trials for the rest of their product range including the 'Thin' oatcake production.

R T Stuart Ltd, also known as **STUARTS OF BUCKHAVEN,** is a manufacturer and retailer specialising in bakery and butchery products. This includes a range of savoury and sweet bakery items, with the top-selling products including morning rolls. The team at Stuarts have lowered the salt content of their morning rolls by 14% to date and are planning to roll out a further 28% reduction in the near future.

ABOUT FDF

The Food and Drink Federation is the voice of the UK food and drink industry, the largest manufacturing sector in the country. Our sector directly employs up to 400,000 people, and as many as 1.2 million in ancillary services; it accounts for 16% of the UK's total manufacturing sector by value; and it is an invaluable partner to British agriculture, buying two thirds of what farmers produce.

Our membership comprises manufacturers of all sizes as well as trade associations dealing with specific sectors of the industry. In representing the interests of our members, we focus on the following core priorities:

- **Food Safety and Science**
- **Health and Wellbeing**
- **Sustainability**
- **Competitiveness**

Food and Drink Federation

Delivering Sustainable Growth

6 Catherine Street, London WC2B 5JJ

Tel: 020 7836 2460
Email: generalenquiries@fdf.org.uk
Web: www.fdf.org.uk
Twitter: @Foodanddrinkfed