

Advocacy & Policy Asks



Unilever

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1. Nutrient Profiling Models

In defining the healthiness of food and beverage products, we call for an approach that is fit for purpose.

- We assess our portfolio against six external nutrient profiling models (NPMs) as there is not one definition of 'healthy'. We urge other companies to show the same transparency and call for action to define one global NPM or accept multiple external NPMs based on different types of algorithms to acknowledge different companies' portfolios.
- Definition of 'healthy' products used in one country (for reformulation, FOP labelling, fiscal measures, etc) must be based on the same NPM or at least be aligned.
- Ideally there would be one global NPM to assess the healthiness of food and beverage products. At a minimum, harmonisation across regions/trade blocks is essential (to avoid consumer confusion and supply chain complexity).
- To incentivise reformulation and innovation to healthier products, NPMs should be based on product category-specific standards (or based on regulated serving sizes) and not on generic standards per 100g/ml across all products.
- NPMs should reward the reduction in serving size of those products that are meant to be for single-serve consumption.

2. Fortification

We fortify our products according to regional needs to help address micronutrient deficiencies. We call for:

- A regulatory environment that is harmonised across regions with regard to the vehicles that are allowed for fortification, and the levels and types of fortificants.
- An enabling environment where consumers can be informed about the benefits of fortified foods in user-friendly language.
- Educating consumers on the benefits of micronutrients for health and creating awareness of how they can achieve an adequate intake of micronutrients.
- Ensuring availability of data on micronutrient intake in order to develop effective and safe fortified foods.

3. Reducing salt, sugar and calories

We're continuing to lower salt, sugar and calories across all our products and call on:

- Reformulation targets to be science-based and aligned with global WHO dietary guidelines for saturated fats, salt and sugar with maximum levels of these nutrients in products rather than % reduction targets, and with the incentives to create smaller portions.
- Reformulation programmes need to be developed with industry involvement, while taking into account technological limitations and the need to maintain consumer product acceptance.
- Reformulation initiative should be supported by consumer awareness/education campaigns led by government agencies or NGOs, and external monitoring systems need to be put in place to track progress on reformulation targets and public health impact.
- Regulatory environment that enables salt reduction (e.g., use of potassium salt as a salt replacer).
- Within regulated limits, free use of non-nutritive sweeteners to lower sugar and energy content of products.

4. Food-based dietary guidance

We support science-based dietary guidance that promotes balanced diets.

- We support dietary recommendations and regulations that are based on scientific consensus on nutrients to limit (e.g., salt, sugar) and nutrients and ingredients to encourage (e.g., fibre, vitamins, minerals).
- The healthiness of foods is determined by their role in the diet: nutritional quality, appropriate portion size and frequency of consumption. Therefore, the consumption of processed foods, in general, should not be discouraged by dietary recommendations and legislation.

5. Transparent labelling

We are committed to transparent and responsible nutrition labelling.

- Nutrition information on all products worldwide should be applied and aligned with CODEX (CAC/GL 2-1985), as consumers have a right to know the nutritional composition of what they buy and eat.
- Additional front-of-pack (FOP) labelling should be embedded in integrated government programmes to stimulate healthy diets and lifestyles, supported by continuous consumer education, and its effectiveness investigated and published in peer-reviewed scientific journals.

6. Supporting diversity in the diet

We recognise the importance of diverse, sustainable eating patterns in meeting modern dietary needs.

- ISO definitions for plant-based, vegan and vegetarian as blueprints for new legislation.
- Plant-based food/food diversification that is better for the planet as an integral part of dietary recommendations guidelines.