



TICK OF APPROVAL FOR FONTERRA'S NUTRITION GUIDELINES



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Food Industry Asia (FIA) Members Fonterra has displayed its continued commitment to delivering high quality dairy nutrition by creating new global Food and Nutrition Guidelines, recently endorsed by the New Zealand Nutrition Foundation.

The guidelines make sure Fonterra is continuously moving its product portfolio towards reduced use of added sugars, salt and other additives, while maintaining food safety and quality, and acceptable taste and texture.

“The endorsement of our guidelines by the New Zealand Nutrition Foundation is an integral part of providing trustworthy nutrition to our consumers. We will use these new guidelines, along with food standards and regulations, to continue producing high quality dairy as an important part of a healthy, balanced diet,” said Fonterra General Manager Nutrition Angela Rowan.

As a global dairy company, Fonterra recognises the world is faced with significant nutrition problems at different ends of the spectrum; poor quality diets leading to nutritional deficiencies or obesity - and sometimes both. These are problems Fonterra wants to help solve.

“Landing on our Food and Nutrition Guidelines hasn't been a short sprint; it's been years of hard work to ensure they reflect what we want to achieve and are aligned with international authorities,” said Angela.

“To achieve our ambition of making a difference in the lives of two billion people by 2025, we need to raise awareness of the value of dairy nutrition globally while making dairy nutrition accessible through a range of different formats.

“Our product categories will always serve different customer and consumer needs. While many of our products meet the tough standards set in the guidelines, there is still work to do as we continuously improve our products across all of our markets. Our Anchor Uno children's yoghurt was reformulated with the guidelines in mind and it's now the children's yoghurt with the lowest sugar content in New Zealand*.

“It's important we have these guidelines, so our products are mapped against them and we can lead by example.”

Angela said Fonterra's indulgent products such as ice cream are created to be consumed occasionally as part of a healthy diet, and not only do we strive to promote these products responsibly, we always seek opportunities to make improvements.

“When Tip Top moved to all natural colours and flavours, it involved significant work to make sure no compromises were made on quality and flavour,” said Angela.

These guidelines are just one way Fonterra is helping tackle the world's nutritional challenges. We also committed to the [New Zealand Ministry of Health's Healthy Kids Industry Pledge](#), making sure New Zealand kids have access to good nutrition and families have the information they need to support making healthy choices.

As well as signing up to the government's Healthy Kids Industry Pledge, Fonterra's farmers also freely provide nutritious milk available to all schools with primary-aged children (age 5-12) nationwide as part of Fonterra Milk for Schools programme.

The programme operates in over 70% of all New Zealand primary schools and over 140,000 New Zealand kids are drinking Anchor™ milk every day.

New research by the University of Auckland shows that 17 per cent more primary-age children are meeting the recommended daily dairy intake for dairy since the introduction of the Fonterra Milk for Schools programme**.

General Manager of Nutrition, Angela Rowan, says the positive influence Fonterra Milk for Schools is having on children is clear.

“Providing kids with a daily source of nutrition is not only the right thing to do, we can now clearly see the positive impact it’s having on their lives. Fonterra Milk for Schools helps kids get a taste for milk and an understanding of the importance of dairy nutrition, resulting in positive choices around what they are drinking.

“For me, it’s great to know these children are growing up with better bone health and with a better understanding of the importance of good nutrition, than previous generations,” she says.

**Anchor Uno is the lowest sugar kids’ yoghurt brand based on average sugar content per 100g of the top five kids’ yoghurt brands.*

***Source: The University of Auckland*

