

NUTRITIONAL TARGETS 2020

PRODUCT CATEGORIES AND NUTRIENT THRESHOLDS



DANONE

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PRODUCT CATEGORIES AND NUTRIENT THRESHOLDS

To maintain continuous nutritional improvement of its products, Danone has deployed comprehensive internal nutritional targets since 2005. These targets have been applied in product renovation and innovation projects, in the frame of the “Nutrition Check” procedure embedded in the company’s project management system.

This document explains the 2016 revisions to the *Danone Nutritional Targets*, which serve as reference for Commitment #1 of the *Danone Nutrition Commitments*.

The *Danone Nutritional Targets* cover product categories that Danone manufactures and sells today. They are operational objectives for product renovation and innovation. They are based on nutrition science, take into account technical feasibility, and the consumer acceptance journey. When significant changes occur in these fields, updated *Danone Nutritional Targets* will be issued. Likewise, targets would be revised to reflect changes in the company’s product portfolios.

99% of Danone volumes (basis: 2015 sales) are included in the scope of this version of the *Danone Nutritional Targets*.

Specific criteria determine the *Danone Nutritional Targets*:

1) The type of product: as defined by technical considerations and its place in dietary recommendations such as food pyramids, and its intended role in the diet. A product intended for daily consumption requires more demanding targets than a product intended for occasional use and/or use as a cooking aid. Certain product categories are not covered by the *Danone Nutritional Targets* because continuous reformulation for nutritional improvement would not be relevant:

- 1) packaged water (plain & sparkling)
- 2) products mainly used as cooking aids, such as butter, cream and sour cream
- 3) advanced medical nutrition products and products for infants with specific conditions (for example, for pre-term infants, allergy treatment, etc.).

Product categories 1) and 2) are excluded from the scope of Commitment #1.

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For product category 3), Danone has decided not to define specific nutritional targets but will ensure 100% compliance with applicable regulations. This category is included in the scope of Commitment #1 and will be counted as 100% compliant at all times.

2) The intended consumer: the *Danone Nutritional Targets* (including, in some cases, serving size) are customized according to the different needs of the intended consumer (e.g. Adults, Children, specific consumers such as patients, etc).

3) The geographic region where the product is sold: the same *Danone Nutritional Targets* apply to all our geographies.

There is one specific case in Africa:

- milks, powder milks, and all products intended for infants and young children, follow the same targets as the other regions.
- for other product categories, and in view of the specificities of eating practices and product ranges available in the region, Danone aims to reach the *Danone nutritional Targets* by 2025, achieving intermediary targets in 2020.

4) Prevailing public health factors: In line with public health focusses, the following nutrients are generally included in the *Danone Nutritional Targets*, with maximum limits: energy (calories), sodium or salt, total and/or added sugars, total fat and/or saturated fatty acids.

The targets also include minimum thresholds for relevant 'shortfall' nutrients. For instance, the nutritional targets for daily dairy products include a minimum threshold for calcium.

5) An uncompromising principle: all criteria must be met and the *Danone Nutritional Targets* do not allow to offset excess amounts of nutrients to limit, with the inclusion of higher amounts of nutrients to encourage.

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Table 1. Danone Product Categories – Scope of the Danone Nutritional Targets 2020

Intended frequency of consumption / Role in the diet Intended consumer	Daily consumption	Occasional consumption (≤ 2 times/week)
General population (Adults and children over 3 years old)	Daily fermented milks Milks & powder milks Other daily dairy products <i>*Packaged waters (plain and sparkling)</i>	Occasional chilled products Occasional ambient products Aquadriks <i>*Cooking aids: butter & cream, sour cream</i>
Children (0-3 years)	Infant formulae Follow-on formulae Young child formulae Cereals Savory foods Fruit & desserts Chilled dairy <i>*Products for infants with specific conditions</i>	Finger foods Drinks
Pregnant & Breastfeeding Mothers	Cereal bars and cereals Dairy products Beverages <i>*Supplements (pills, caps)</i>	
Patients	<i>*Advanced Medical Nutrition products</i>	

These categories are included in the Nutritional Targets 2020, in the scope of Commitment #1, unless otherwise marked.

** Denotes categories not included in the Nutritional Targets 2020.*

Nutritional Targets 2020 per category and per consumer group

Table 2. Products for general population (adults and children above 3 years), for daily consumption

Product Category	Description	Adults	Children 7-12y Family (1)	Children 3-6y
Daily fermented Milks	1) Fresh fermented milk-based products, for daily consumption. This includes mostly yogurts, kefirs, fresh cheese. 2) Fresh fermented vegetal-based products, for daily consumption.	Total sugars ≤ 11.5 g/100g Added sugars ≤ 7.0 g/100g Saturated Fat ≤ 2.5 g/100g Energy ≤ 200 kcal/svg Protein ≥ 2.2 g/100g OR ≥ local min value to be “dairy product” Calcium ≥ 120 mg/100g OR Ca/svg ≥ local min value to be “source of Ca” Nutrition Superiority Score (Rayner) < 4	Total sugars ≤ 11.5 g/100g Added sugars ≤ 7.0 g/100g Saturated Fat ≤ 2.5 g/100g Energy ≤ 170 kcal/svg Protein ≥ 2.2 g/100g OR ≥ local min value to be “dairy product” Calcium ≥ 120 mg/100g OR Ca/svg ≥ local min value to be “source of Ca” Nutrition Superiority Score (Rayner) < 4	Total sugars ≤ 11.5 g/100g Added sugars ≤ 7.0 g/100g Saturated Fat ≤ 2.5 g/100g Energy ≤ 140 kcal/svg Protein ≥ 2.2 g/100g OR ≥ local min value to be “dairy product” Calcium ≥ 120 mg/100g OR Ca/svg ≥ local min value to be “source of Ca” Nutrition Superiority Score (Rayner) < 4
	Intermediate targets applicable for Africa (3)	Total sugars ≤ 13.5 g/100g Added sugars ≤ 9.0 g/100g Saturated Fat ≤ 2.5 g/100g Energy ≤ 200 kcal/svg Protein ≥ 2.2 g/100g OR ≥ local min value to be “dairy product” Calcium ≥ 84 mg/100g OR Ca/svg ≥ local min value to be “source of Ca”	Total sugars ≤ 13.5 g/100g Added sugars ≤ 9.0 g/100g Saturated Fat ≤ 2.5 g/100g Energy ≤ 170 kcal/svg Protein ≥ 2.2 g/100g OR ≥ local min value to be “dairy product” Calcium ≥ 84 mg/100g OR Ca/svg ≥ local min value to be “source of Ca”	Total sugars ≤ 13.5 g/100g Added sugars ≤ 9.0 g/100g Saturated Fat ≤ 2.5 g/100g Energy ≤ 140 kcal/svg Protein ≥ 2.2 g/100g OR ≥ local min value to be “dairy product” Calcium ≥ 84 mg/100g OR Ca/svg ≥ local min value to be “source of Ca”
Milks and powder milks (2)	1) Liquid milks pasteurised/UHT and powder milks to be reconstituted with water, plain or flavored 2) Young Child Formulae designed to support the nutritional and developmental needs of children aged beyond 3 years, as part of a balanced diet. 3) Milk enhancers for children beyond 3 years :	Total sugars ≤ 11.5 g/100g Added sugars ≤ 7.0 g/100g Saturated Fat ≤ 2.5 g/100g Energy ≤ 200 kcal/svg Protein ≥ 2.2 g/100g OR ≥ local min value to be “dairy product” Calcium ≥ 120 mg/100g OR Ca/svg ≥ local min value to be “source of Ca”	Total sugars ≤ 11.5 g/100g Added sugars ≤ 7.0 g/100g Saturated Fat ≤ 2.5 g/100g Energy ≤ 170 kcal/svg Protein ≥ 2.2 g/100g OR ≥ local min value to be “dairy product” Calcium ≥ 120 mg/100g OR Ca/svg ≥ local min value to be “source of Ca” Nutrition Superiority Score (Rayner) < 4	Total sugars ≤ 11.5 g/100g Added sugars ≤ 7.0 g/100g Saturated Fat ≤ 2.5 g/100g Energy ≤ 140 kcal/svg Protein ≥ 2.2 g/100g OR ≥ local min value to be “dairy product” Calcium ≥ 120 mg/100g OR Ca/svg ≥ local min value to be “source of Ca” Nutrition Superiority Score (Rayner) < 4

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	fortified powders to be reconstituted with cow's milk	Nutrition Superiority Score (Rayner) < 4		
Other daily dairy	Products with > 50% milk, fermented or not fermented, for daily consumption	Total sugars ≤ 11.5 g/100g Added sugars ≤ 7.0 g/100g Saturated Fat ≤ 2.5 g/100g Energy ≤ 200 kcal/svg Protein ≥ 2.2 g/100g OR ≥ local min value to be "dairy product" Calcium ≥ 120 mg/100g OR Ca/svg ≥ local min value to be "source of Ca" Nutrition Superiority Score (Rayner) < 4	Total sugars ≤ 11.5 g/100g Added sugars ≤ 7.0 g/100g Saturated Fat ≤ 2.5 g/100g Energy ≤ 170 kcal/svg Protein ≥ 2.2 g/100g OR ≥ local min value to be "dairy product" Calcium ≥ 120 mg/100g OR Ca/svg ≥ local min value to be "source of Ca" Nutrition Superiority Score (Rayner) < 4	Total sugars ≤ 11.5 g/100g Added sugars ≤ 7.0 g/100g Saturated Fat ≤ 2.5 g/100g Energy ≤ 140 kcal/svg Protein ≥ 2.2 g/100g OR ≥ local min value to be "dairy product" Calcium ≥ 120 mg/100g OR Ca/svg ≥ local min value to be "source of Ca" Nutrition Superiority Score (Rayner) < 4
	Intermediate targets applicable for Africa (3)	Total sugars ≤ 13.5 g/100g Added sugars ≤ 9.0 g/100g Saturated Fat ≤ 2.5 g/100g Energy ≤ 200 kcal/svg Protein ≥ 2.2 g/100g OR ≥ local min value to be "dairy product" Calcium ≥ 84 mg/100g OR Ca/svg ≥ local min value to be "source of Ca"	Total sugars ≤ 13.5 g/100g Added sugars ≤ 9.0 g/100g Saturated Fat ≤ 2.5 g/100g Energy ≤ 170 kcal/svg Protein ≥ 2.2 g/100g OR ≥ local min value to be "dairy product" Calcium ≥ 84 mg/100g OR Ca/svg ≥ local min value to be "source of Ca"	Total sugars ≤ 13.5 g/100g Added sugars ≤ 9.0 g/100g Saturated Fat ≤ 2.5 g/100g Energy ≤ 140 kcal/svg Protein ≥ 2.2 g/100g OR ≥ local min value to be "dairy product" Calcium ≥ 84 mg/100g OR Ca/svg ≥ local min value to be "source of Ca"

(1) "Family" products = with 35 to 50% consumers in age group ≤ 12 y (based on actual consumer split between age groups)

(2) For powdered milks and milk enhancers : the compliance check will be done on the product reconstituted according to the instructions given on the labeling.

(3) Danone aims to reach the general Targets by 2025, and has set intermediary Targets for 2020.

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Table 3. Products for general population (adults and children above 3 years), for occasional consumption (≤ 2 times/week)

Product Category	Description	Adults (1)	Family (2)	Children 3-12y (3)
Occasional Chilled Products	Products offered in ready-to-eat servings and eaten occasionally for pleasure. They need to be preserved in chilled environment, with no preparation required, usually packaged individually. This category also includes flavored dessert-branded milks.	Total sugars ≤ 25g/svg Saturated Fat ≤ 7 g/svg Energy ≤ 200 kcal/sg Nutrition Superiority Score (Rayner) < 9	Total sugars ≤ 20 g/svg Saturated Fat ≤ 5 g/svg Energy ≤ 170 kcal/svg Nutrition Superiority Score (Rayner) <9	Total sugar ≤ 11.5 g/100g Added sugars ≤ 7.0 g/100g Saturated Fat ≤ 2.5 g/100g Energy ≤ 140 kcal/svg Protein ≥ 2.2 g/100g OR ≥ local min value to be “dairy product” Calcium ≥ 120 mg/100g OR Ca/svg ≥ local min value to be “source of Ca” Nutrition Superiority Score (Rayner) < 4
	Intermediate Targets applicable for Africa (4)	Total sugars ≤ 25g/svg Saturated Fat ≤ 7 g/svg Energy ≤ 200 kcal/sg	Total sugars ≤ 20 g/svg Saturated Fat ≤ 5 g/svg Energy ≤ 170 kcal/svg	Total sugars ≤ 20 g/svg Saturated Fat ≤ 5 g/svg Energy ≤ 170 kcal/svg
Occasional Ambient Products	Other products eaten occasionally for pleasure.	Same as above	Same as above	Same as above

(1) Adult products = with < 35% consumers in age group ≤ 12 y (based on actual consumer split between age groups)

(2) Family products = with 35 to 50% consumers in age group ≤ 12 y (based on actual consumer split between age groups)

(3) Products for children = with > 50% consumers in age group ≤ 12 y (based on actual consumer split between age groups)

(4) Danone has the ambition to reach the general Targets by 2025, and has set intermediary Targets for 2020.

Table 4. Beverages for general population (adults and children above 3 years)

Product Category	Description	Adults	Children 3-12y
Aquadrinks	Water-based beverages with sugar. Water-based beverages with zero sugar, with or without sweeteners	Total sugars ≤ 5 g/100g OR 100 mL Aspartame free	Total sugars ≤ 5 g/100g OR 100 mL Total sugars ≤ 12.5 g/serving Aspartame free

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Table 5. Products for children 0-3 years – Milks (1)

Product Category	Description	Criteria
Infant Formulae	Infant Formulae are designed to meet the needs of bottle-fed infants from 0 to 6 months of age when breastfeeding has been discontinued or to complement breastfeeding. Formulae intended for infants aged 0-12 months should comply to the targets of Infant Formulae (0-6 months).	Added sugar = 0 g/100 kcal Energy ≤ 70 kcal/100 ml Iron = 0.3 - 1.3 mg / 100 kcal Calcium = 50 -140 mg/100kcal
Follow-on Formulae	Follow-On Formulae are nutritionally complete and have been designed to meet the dietary needs of bottle-fed infants after 6 months of age, when breastfeeding has been discontinued or to complement breastfeeding.	Added sugar = 0 g/100 kcal Energy ≤ 70 kcal/100 ml Iron = 0.6-2.0 mg / 100 kcal Calcium = 50 -140 mg/100kcal
Young Child Formulae	Young Child Formulae are milk-based formulae designed to support the nutritional and developmental needs of children aged 1 to 3 years, as part of a balanced diet.	Added sugar ≤ 1.25g/100 kcal Energy ≤ 70 kcal/100 ml Iron = 1.2-3.0 mg / 100 kcal Calcium = 90-270 mg/100kcal

(1) We consider the product composition as consumed (ready to feed reconstituted as indicated on pack, with milk or water)

Table 6. Products for children 0-3 years – Complementary Foods (1)

Product Category	Description	0-6 months (2)	6-12 months	> 12 months
Cereals	<p><u>Plain Instant cereals</u> : Instant powdered cereals that do not contain powdered milk. These require preparation via the addition of milk or water and can be consumed using a spoon or added to a milk bottle for drinking.</p> <p><u>Milk Instant cereals</u> : Instant powdered cereals that contain powdered milk. These require preparation via the addition of water and can either be consumed using a spoon or for drinking.</p> <p><u>Liquid Cereals</u> : Milk based drinking products (may be follow on formula) with at least 25% cereals content.</p> <p><u>Ready-to-eat cereals</u> : Cereal based products that are ready to serve or simply require heating. These products are consumed using a spoon.</p>	Added sugars = 0	Added sugars ≤ 2.5 g/100 kcal	Added sugars ≤ 2.5 g/100 kcal
Savoury Meals & Dishes	<p><u>Savoury Bowls, Jars, Tetra, Plates</u> : savoury weaning foods (excluding finger foods), they may be ready to eat or instant.They can be complete meals, vegetables or individual components used as one element within a meal.</p> <p><u>Savoury Components</u> : includes individual ingredients used to prepare a meal, such as vegetable, meat, fish, or poultry jars. Also includes items such as pasta, rice, olive oil, freeze dried meats, broths and supplements.</p> <p><u>Pouches in Savory Flavors</u>.</p> <p><u>Soups</u> ready to consume (with heating), or instant. This segment excludes broths (liquid stock of a meat/vegetable base that is normally used as an ingredient, rather than a complete meal).</p>	<p>Added sugars = 0</p> <p>Added salt = 0</p>	<p>Added sugars ≤ 1.25 g/100 kcal</p> <p>No added salt Or Total salt ≤ 0.2 g/100g</p>	<p>Added sugars ≤ 1.25 g/100 kcal</p> <p>No added salt Or Total salt ≤ 0.3 g/100g</p>
Fruit & Dairy Dishes	<p>Fruit products, often in puree or chunk formats, which can be pure fruit, or mainly fruit based (fruit needs to be the dominant ingredient), with added ingredients such as cereal or yogurt (excludes fruit finger foods & fruit yogurts) and also products that combine a fruit product with a separate finger food element.</p> <p>It also includes all Dairy or sweet meal products, which may be ready to eat or instant.</p>	Added sugars= 0	Added sugars ≤ 6.25 g/100 kcal	Added sugars ≤ 6.25 g/100 kcal
Chilled Dairy	Yogurt-type or fresh cheese-type chilled products targeted at children < 3 years.	Same as above	Same as above	Same as above
Finger foods	<p><u>All Biscuits, Cookies or Rusks</u> where the dominant ingredient is a Cereal, as well as all other non-cereals food products in a dry form.</p> <p><u>Any sort of snack</u>, either wet or dry and where the main ingredient is not a cereal, intended for home or on the go consumption</p>	<p>Added sugars ≤ 6.25 g/100 kcal</p> <p>No added salt Or Total salt ≤ 0.75 g/100g</p>	<p>Added sugars ≤ 6.25 g/100 kcal</p> <p>No added salt Or Total salt ≤ 0.75 g/100g</p>	<p>Added sugars ≤ 6.25 g/100 kcal</p> <p>No added salt Or Total salt ≤ 0.75 g/100g</p>
Drinks	All drinks targeting children < 3 years (Teas, Juices)	Added sugars = 0	Added sugars = 0	Added sugars = 0

(1) For complementary & young children foods, we consider the product composition as consumed (ready to feed reconstituted as indicated on pack- with milk or water).

(2) WHO recommends exclusive breastfeeding until 6 months. In some local contexts, experts support the early exposure to solid foods that is why in these contexts the company can propose products for infants <6 months.

Table 7. Products for Pregnant & Breastfeeding Women (1)

Product Category	Description	Criteria
Beverages	Waters with fibers, smoothies	Added sugars ≤ 5 g/100mL Energy ≤ 40 kcal/day (2)
Dairy products	Milks (powder or liquid) and fermented dairy products.	Added sugars ≤ 7.0 g/100g (3) Energy ≤ 200 kcal/ serving Calcium ≥ 120 mg/100g (3)
Other foods	Other types of foods than dairy products and beverages : e.g. cereal bars, cereals	Added sugars ≤ 10 g/day (2) Energy ≤ 250 kcal/day (2)

(1) We consider the product composition as consumed (ready to feed reconstituted as indicated on pack)

(2) Taking into account the recommended serving per day specified in the pack.

(3) For liquid forms (eg. Milks), we apply the values per 100mL instead of 100g.

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