

# Fonterra Nutrition Guidelines

## External version

March 2021

### Purpose

Fonterra is committed to creating goodness for generations through the products and services we deliver. Our Nutrition Guidelines improve wellbeing by guiding the development of nutritious products, tailored to the nutrition needs of our consumers and delivering honest and credible health benefits backed by science and comply to local regulatory requirements. We limit ingredients that have a negative impact on health and market our products responsibly.

### Scope

The guidelines provide high level, baseline criteria and principles across broad categories that apply to all Fonterra products where we have control over the composition of the finished product. Where we have influence, rather than control, over the final formulation (e.g. making formulations to business customers' requirements) these guidelines are recommended as good practice. Where a product is designed for consumers with specific nutrient requirements (supplementary foods, sports foods) the product is required to undergo a nutrition assessment to ensure as closer alignment as possible with the Fonterra Nutrition Guidelines. Infant formula and follow-on formula are out of scope for Fonterra Nutrition Guidelines as there are extensive regulations guiding their nutrient composition.

Additional to Fonterra Nutrition Guidelines outlined in this document, brand nutrition guidelines provide more detailed criteria, appropriate for specific formats and to deliver to the brand proposition. Where brand guidelines differ from Fonterra criteria, they are at least as strict as those outlined in the Fonterra Nutrition Guidelines.

### Key principles

- We are honest about the nature and benefits of our products, and we responsibly promote our products to be enjoyed as part of a balanced diet and lifestyle. We use our dairy ingenuity to continuously improve our products to support optimal health and wellbeing.
- We do not use artificial trans fats ingredients in our products. In our nutrition categories we limit the use of added sugars, added fats and salt, as well as any other ingredients that do not contribute to health or have a negative impact on health when consumed in excess e.g., refined carbohydrates. Non-nutritive sweeteners, flavours and colours (artificial or natural) may be used to the level required to maintain consumer acceptance.
- We comply to local regulatory requirements, and these take precedence over Fonterra principles and criteria where applicable.
- We ensure that the portion sizes and energy content of our products are appropriate for the target market and the occasion, in line with local dietary guidelines.
- When products are fortified (i.e., components are added to foods for nutrition and health benefits), dosage is scientifically verified and with-in regulatory limits. Nutrition and health claims adhere strictly to all regulatory requirements and are based on an accurate assessment of the available evidence. Any health claims relating to a clinical study accurately reflect the findings of the study and the product or ingredient tested.

- Products which are formulated to address nutritional deficiencies are fortified to an appropriate level based on assessment of the nutrition needs of the target consumer.
- We responsibly promote our products in line with local dietary guidelines. We adhere to Fonterra's policies and standards relating to marketing and communications, including marketing to children. Fonterra is committed to the aim and intent of the WHO Code for the marketing of breast-milk substitutes and does not market Breast milk Substitutes directly to parents or caregivers (add link). Products claiming to deliver milk's nutritional goodness are marketed honestly, reflecting the inherent nutrition that milk provides.
- We do not promote indulgent foods for nutrition and health benefits, or as a source of daily nutrition. Factual statements relating to the nutrition composition of the product are made in strict accordance with regulatory requirements.

## Product Categories

Category	Description	Example formats
<b>NUTRITION PRODUCTS</b>		
Products that provide a daily source of nutrition as part of a healthy diet. Includes both core/unfortified products ('everyday nutrition') as well as products which are fortified for advanced nutrition and health benefits ('advanced nutrition')		
Milk products	Dairy products delivering the highest level of milk nutrition i.e. dairy protein and calcium.	Plain milk (liquid or powder), natural cheese e.g. Cheddar. Spoonable yoghurts and flavoured milks.
Milk-based products	Milk-based products delivering dairy protein and calcium.	Milk-based drinks, dairy/plant blend beverages, lower protein toddler milks, lower protein fat filled milk powder, drinking yoghurts.
Mixed foods/ beverages	Products that support nutrition and health through delivery of nutritious foods and/or health-promoting ingredients, where dairy is not the predominant component and/or the product does not fit with the local regulatory definition of a dairy product.	May include foods that introduce dairy to formats that are traditionally non-dairy and foods that are primarily based on foods other than dairy.
Supplementary nutrition products	Products intended as a vehicle for health-promoting ingredients.	Probiotic sachets, probiotic drinks.
<b>INDULGENTS</b>		
Products positioned for taste and intended for limited consumption i.e. enjoying occasionally or in small amounts if on a more frequent basis.		
Indulgent products	Products that do not align with nutrition categories above and are positioned for taste rather than for nutrition and health.	Butter, cream, specialty cheese, cream cheese, desserts, indulgent yoghurts, indulgent flavoured milks.

## Criteria for products positioned for Nutrition and Health

(Nutrient criteria do not apply to indulgent products when promoted responsibly in line with the overarching principles outlined on pages 1-3)

Criteria	Milk products	Milk-based products	Mixed foods/ beverages and supplementary nutrition products
Energy	Adult products ≤265 kcal/serve (1,108kJ/serve) Family products ≤210 kcal/serve (879kJ/serve) Kids products ≤175 kcal/serve (711kJ/serve)		
Dairy protein	Milk ≥3.0g/100mL; <u>or</u> ≥6.0g/serve Yoghurt and high moisture cheese ≥3.0g/100g; <u>or</u> ≥3.0g/serve Semi hard and hard cheese ≥21.5g/100g; <u>or</u> ≥4.3g/serve	Liquids, including reconstituted or recombined powders ≥2.0g/100mL or ≥4.0g serve Foods consumed as solids or semi-solids ≥2.0g/100g or ≥2.0g serve <u>OR</u> local regulatory level required to be a 'milk-based product'	n/a
Calcium	Milk ≥105mg/100mL; <u>or</u> ≥210mg/serve Yoghurt and high moisture cheese ≥105mg/100g; <u>or</u> ≥105mg/serve Semi hard and hard cheese ≥635mg/100g; or ≥125mg/serve	Liquids, including reconstituted or recombined powders ≥70mg/100mL <u>or</u> ≥140mg/serve Foods consumed as solids or semi-solids ≥70mg/100g <u>or</u> ≥70mg/serve	n/a
Other beneficial nutrients	n/a	n/a	At least two beneficial nutrients/ ingredients
Added sugars	≤2% daily energy per serve		
Saturated fat	Milks ≤2.9g/ 100mL Yoghurt and high moisture cheese ≤2.9g/100g Hard cheese ≤27g/100g	Liquids, including reconstituted or recombined powders ≤2.9g/100mL Foods consumed as solids or semi-solids ≤2.9g/100g	Adult products ≤3g/serve Family products ≤2.3g/serve Kids products ≤1.9g/serve
Sodium	≤200mg/serve		