



DANONE NUTRITIONAL TARGETS

Categorisation and thresholds used for compliance assessment in 2021

FOREWORD

- At Danone, we consider that our first line of action is what we sell. In order to maintain continuous nutritional improvement of our products, we have deployed comprehensive internal nutritional targets since 2005.
- Our nutritional targets are operational objectives for product renovation and innovation. They are based on nutrition science, take into account technical feasibility, and the consumer acceptance journey.
- In December 2016, we went one step further in publishing externally the Danone Nutritional Targets, which have served as a reference for our Commitment #1 on product reformulation, as expressed in the Danone Nutrition Commitments 2016-2020. These Targets were updated in Dec 2019 with the addition of the plant-based category.
- We are currently working on future Targets and Commitments for 2025. **In the meantime, the present document updates the Targets that will be used for reporting in 2021**, taking into account the following changes vs 2020 :
 - Intermediary Targets for Africa have ceased to apply
 - Plant-based product categories are now fully integrated
 - Targets for Aquadrinks for Children are strengthened.

SPECIFIC CRITERIA DETERMINE THE DANONE NUTRITIONAL TARGETS:

THE TYPE OF PRODUCT

The Danone Nutritional Targets take into account the product type, as it is defined by **technical considerations**, by **its place in food-based dietary recommendations***, and by its **intended role in the diet**.

Danone does not define Targets for those categories not submitted to continuous reformulation for nutritional improvement :

1. Packaged water (plain & sparkling)
2. Products minimally formulated to adjust to regulatory thresholds (butter, cream, curds).
3. Advanced medical nutrition products and products for infants with specific conditions (for example, for pre-term infants, allergy treatment, etc.).

** such as food pyramids, food piecharts, my plate or food grouping*

THE INTENDED CONSUMER

The Danone Nutritional Targets (including, in some cases, serving size) are customized according to the different needs of the intended **age groups**.

Targets are more demanding for babies (0-3 years), kids (4-6 years) and tweens (7-12 years).

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.**

Danone has also chosen to include minimum thresholds for relevant 'shortfall' nutrients: the nutritional targets for daily dairy products, for example, include a minimum threshold for calcium.

AN UNCOMPROMISING PRINCIPLE

For a product to be deemed "compliant to the targets", all criteria must be met. 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.

When relevant, a complementary Target is defined using a nutritional score (Rayner score) to allow comparison between products.

DANONE PRODUCT CATEGORIES: SCOPE OF THE DANONE NUTRITIONAL TARGETS

	Intended frequency of consumption / Role in the diet	
Intended consumer	DAILY CONSUMPTION	OCCASIONAL CONSUMPTION (≤ 2 times/week)
GENERAL POPULATION (ADULTS & CHILDREN ABOVE 3 YEARS)	Daily fermented milks (1) Milks & Powder milks (1) Other daily dairy products (1) Traditional Curds (4) Daily Plant-based products (1) Packaged waters (plain & sparkling) (4) Aquadrinks with no sugar added (1)	Occasional dairy products (1) Occasional plant-based products (1) Aquadrinks with sugar added (1) Other beverages (3) Coffee creamers (3) Cooking aids : butter, cream, sour cream (4)
CHILDREN (0-3 YEARS)	Infant formulae (1) Follow-on formulae (1) Young child formulae (1) Milks 3+ (1) Cereals (1) Savory foods (1) Fruit & Dairy (1) Products for infants with specific conditions (2)	Beverages (1) Finger foods (1) Foods 3+ (3)
PREGNANT & BREASTFEEDING WOMEN	Cereal bars and cereals (1) Dairy products (1) Beverages(1) Supplements (pills, caps) (2)	
PATIENTS	Advanced Medical Nutrition (2)	

(1) Products having Targets and a reformulation roadmap. Integrated in reporting.

(2) Products specifically formulated to address particular needs. No generic Targets defined. Integrated in reporting and counted as 100% compliant.

(3) Products with nutrition criteria to be defined. Not integrated in reporting.

(4) Products non formulated (plain water) or minimally formulated to adjust to regulatory thresholds (butter, cream, curds). No Targets. No reformulation roadmap. Not integrated in reporting.

The Categories intended for Daily consumption correspond to Danone's operational definition of "Healthy Categories".

FOODS FOR GENERAL POPULATION (ADULTS AND CHILDREN ABOVE 3 YEARS) FOR DAILY CONSUMPTION

		ADULTS	CHILDREN 7-12Y FAMILY (1)	CHILDREN 3-6Y
DAILY DAIRY PRODUCTS	<p>Fresh fermented milk-based products, for daily consumption. This includes mostly yogurts, kefirs, fresh cheese, essential & functional curds.</p> <p>Liquid milks pasteurised/UHT and powder milks to be reconstituted with water, plain or flavored (2)</p> <p>Milk enhancers for children beyond 3 years: fortified powders to be reconstituted with cow's milk (2)</p> <p>Products with > 50% milk, fermented or not fermented, for daily consumption.</p>	<p>Total sugars ≤ 11.5 g/100 g Added sugars ≤ 7.0 g/100 g Saturated fat ≤ 2.5 g/100 g</p> <p>Protein ≥ 2.2 g/100 g OR ≥ local min value to be “dairy product” (3) Calcium ≥ 120 mg/100 g OR Ca/svg ≥ local min value to be “source of Ca” Nutrition Superiority Score (Rayner scoring system) < 4</p>		
		Energy ≤ 200 kcal/svg	Energy ≤ 170 kcal/svg	Energy ≤ 140 kcal/svg
DAILY PLANT-BASED PRODUCTS	<p>Spoonable or drinkable plant-based products, based on nuts, seeds, legumes as beans or pulses, and/or cereals. Plain, fruited or flavored. Fermented or not. Intended for daily consumption.</p>	<p>Total sugars ≤ 10 g/100g or ml Saturated fat ≤ 2 g/100g or ml</p>		
	Energy ≤ 200 kcal/svg	Energy ≤ 170 kcal/svg	Energy ≤ 140 kcal/svg	

(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) For instance, in Brazil & Mexico and some African countries, a local threshold of 1,6 g/100g is used.

FOODS FOR GENERAL POPULATION (ADULTS AND CHILDREN ABOVE 3 YEARS) FOR OCCASIONAL CONSUMPTION (≤2 TIMES/WEEK)

		ADULTS (1)	FAMILY (2)	CHILDREN 7-12 (3)	CHILDREN 3-6 (3)
OCCASIONAL DAIRY-BASED PRODUCTS	Dairy-based products offered in ready-to-eat servings and eaten occasionally for pleasure. This category includes flavored dessert-branded milks.	Total sugars ≤ 25g/svg Saturated fat ≤ 7 g/svg Nutrition Superiority Score (Rayner scoring system) < 9 Energy ≤ 200 kcal/svg	Total sugars ≤ 20 g/svg Saturated fat ≤ 5 g/svg Nutrition Superiority Score (Rayner scoring system) < 9 Energy ≤ 170 kcal/svg	Total sugars ≤ 11.5 g/100 g Added sugars ≤ 7.0 g/100 g Saturated fat ≤ 2.5 g/100 g Protein ≥ 2.2 g/100 g OR ≥ local min value to be “dairy product” Calcium ≥ 120 mg/100 g OR Ca/svg ≥ local min value to be “source of Ca” Nutrition Superiority Score < 4 Energy ≤ 170 kcal/svg	Energy ≤ 140 kcal/svg
OCCASIONAL PLANT-BASED PRODUCTS	Spoonable or drinkable plant-based products, based on nuts, seeds, legumes as beans or pulses, and/or cereals, eaten occasionally for pleasure. Plain, fruited or flavored. Fermented or not.	Energy ≤ 200 kcal/svg	Energy ≤ 170 kcal/svg	Energy ≤ 170 kcal/svg	Energy ≤ 140 kcal/svg

(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)

BEVERAGES FOR GENERAL POPULATION (ADULTS AND CHILDREN ABOVE 3 YEARS)

		ADULTS	CHILDREN 3-12 Y
AQUADRINKS	Water-based beverages with sugar. Water-based beverages with zero sugar, with or without sweeteners.	Total sugars ≤ 5 g/100 g OR 100 ml	Total sugars ≤ 3.6 g/100 g OR 100 ml AND Total sugars ≤ 9 g/serving

PRODUCTS FOR CHILDREN 0-3 YEARS – MILKS (1)

		DAIRY-BASED or PLANT-BASED
INFANT FORMULAE	Infant formulae are designed to meet the needs of formula-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 sugars = 0 g/100 kcal Energy ≤ 70 kcal/100 ml Iron = 0.3 - 1.3 mg/100 kcal Calcium = 50 - 140 mg/100 kcal
FOLLOW-ON FORMULAE	Follow-On formulae are designed to meet dietary needs of infants after 6 months when BF is discontinued or less frequent together with complementary feeding.	Added sugars = 0 g/100 kcal Energy ≤ 70 kcal/100 ml Iron = 0.6 - 2.0 mg/100 kcal Calcium = 50 - 140 mg/100 kcal
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 sugars ≤ 1.25 g/100 kcal* Energy ≤ 70 kcal/100 ml Iron = 1.2 - 3.0 mg/100 kcal Calcium = 90 - 270 mg/100 kcal
MILKS 3+	Milks used as liquid part of a diet; in children over 3 years of age. Typically consumed with a quantity of 300-500 ml/day. Other milks offered in smaller daily amounts should follow general Milk target in page 5.	Added sugars ≤ 1.25 g/100 kcal Energy = 40-75 kcal/ 100 ml Calcium ≥ 120 mg/100 ml

* Validated exception for Plant-Based YCF in 2021 : Added sugars ≤ 2.5 g/100 ml

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




PRODUCTS FOR CHILDREN 0-3 YEARS – COMPLEMENTARY FOODS (1)

		4-6 MONTHS (2)	6-12 MONTHS	> 12 MONTHS
CEREALS	<p>Plain instant cereals: instant powdered cereals that do not contain powdered milk. These require preparation via the addition of child’s usual milk or water, intended to be spoonable. - Milk instant cereals: instant powdered cereals that contain powdered milk. These require preparation via the addition of infant usual milk or water, intended to be spoonable - Liquid cereals: milk based drinking products with at least 25% cereals content. - Ready-to-eat cereals: cereal based products that are ready to serve or simply require heating. – All these products are consumed using a spoon.</p>	Added sugars = 0	Added sugars ≤ 2.5 g/100 kcal	
SAVOURY MEALS & DISHES	<p>Savoury bowls, jars, tetra, plates: 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. Savoury components: 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. Soups 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/100 g</p>	<p>Added sugars ≤ 1.25 g/100 kcal</p> <p>No added salt OR Total salt ≤ 0.3 g/100</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. It also includes all Yogurt-type or fresh cheese-type chilled products targeted at children < 3 years, or sweet meal products, which may be ready to eat or instant.</p>	Added sugars = 0	Added sugars ≤ 6.25 g/100 kcal	
FINGER FOODS	<p>All biscuits, cookies or rusks where the dominant ingredient is a cereal, as well as all other non-cereals food products in a dry form. Any sort of snack, either wet or dry and where the main ingredient is not a cereal, intended for home or on the go consumption.</p>	These products are recommended for use above 6 months of age.	<p>Added sugars ≤ 6.25 g/100 kcal</p> <p>No added salt OR Total salt ≤ 0.75 g/100 g</p>	
DRINKS	<p>All drinks targeting children < 3 years (teas, juices)</p>	<p>Added sugars = 0</p> <p>These products are recommended for use above 6 months of age.</p>	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 age, in some local contexts experts supports support introduction of complementary food to breast or bottle feeding after 4 months. See January 2017 ESPGHAN paper on Complementary Food.

PRODUCTS FOR PREGNANT & BREASTFEEDING WOMEN (1)

		CRITERIA
 BEVERAGES	Waters with fibers, smoothies.	Added sugars ≤ 5 g/100 mL Energy ≤ 40 kcal/day ⁽²⁾
 DAIRY PRODUCTS	Milks (powder or liquid) and fermented dairy products.	Added sugars ≤ 7.0 g/100 g ⁽³⁾ Energy ≤ 200 kcal/ serving Calcium ≥ 120 mg/100 g ⁽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 on the pack.

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

SELECTED REFERENCE DOCUMENTS (ALL WERE LAST ACCESSED ON DEC 5, 2019)

- World Health Organization. Sugars intake for adults and children. Guideline (2015)
http://www.who.int/nutrition/publications/guidelines/sugars_intake/en/
- World Health Organization. Global action plan for the prevention and control of NCDs 2013-2020.
<https://www.who.int/nmh/publications/ncd-action-plan/en/>
- World Health Organization. Diet, Nutrition and the Prevention of Chronic Diseases. Report of the joint WHO/FAO expert consultation (2003). WHO Technical Report Series, No 916.
<http://www.who.int/dietphysicalactivity/publications/trs916/en/>
- World Health Organization & Food and Agricultural Organization of the United Nations. Vitamin and mineral requirements in human nutrition, 2nd edition (2004).
<https://www.who.int/nutrition/publications/micronutrients/9241546123/en/>
- EFSA. Dietary Reference Values for the EU.
<https://www.efsa.europa.eu/en/interactive-pages/drvs>
- World Health Organization & Food and Agricultural Organization of the United Nations. Codex Alimentarius – Milk and Milk Products
<http://www.fao.org/dairy-production-products/products/codex-alimentarius/en/>
- Souci-Fachmann-Kraut. Food composition and nutrition tables 8th Edition (2015). Medpharm GmbH, Germany.
<https://www.sfk.online/#/home>
- Mc Cance and Widdowson. The composition of Foods, 7th edition (2014). Royal Society of Chemistry, UK.
<https://www.gov.uk/government/publications/composition-of-foods-integrated-dataset-cofid>
- Ciqual. French food composition table. Agence Nationale de Sécurité Sanitaire, France.
<https://ciqual.anses.fr/>
- Rayner M, Scarborough P, Lobstein T. The UK Ofcom nutrient profiling model – Defining 'healthy' and 'unhealthy' food and drinks for TV advertising to children. London: United Kingdom Government, Department of Health; 2009.
<https://www.ndph.ox.ac.uk/cnpn/files/about/uk-ofcom-nutrient-profile-model.pdf>