

DANONE
COMMITMENTS

NUTRITIONAL TARGETS 2020

PRODUCT CATEGORIES
AND NUTRIENT THRESHOLDS

UPDATE DECEMBER 2019



DANONE
ONE PLANET. ONE HEALTH

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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, since then, as reference for our Commitment #1 on product reformulation, as expressed in the Danone Nutrition Commitments for 2020.

Today, we update this brochure with the addition of plant-based product categories, that have been integrated most recently in our business activity. Despite the fact that these categories are not part of our Commitments 2020, it seemed important to us that this brochure be updated, to reflect our major product categories and their associated nutritional criteria.

Consult the *Danone Nutrition Commitments* on our website: <https://www.danone.com/impact/policies-and-commitments.html>

Specific criteria determine the *Danone Nutritional Targets*:

1 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 dietary recommendations such as food pyramids, and by its intended role in the diet. For example, 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.

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

Besides, as an IFBA member, Danone is committed to phase out any industrial trans fatty acids in its products before 2023.

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

5 TIMELINES

For all categories having a Target (except Plant-Based that is a recent addition to our portfolio) we have defined a reformulation ambition which is to reach 100% of the Targets by end 2020 (cf *Danone Nutrition Commitments 2020*).

In the case of Africa,

- milks, powder milks, and all products intended for infants and young children, will follow the same timelines 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. Those intermediary Targets are also included in this document.

SELECTED REFERENCE DOCUMENTS

(all were last accessed on Dec 5, 2019)

- **World Health Organization.**
Sugars intake for adults and children. Guideline (2015)
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- **World Health Organization.**
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Vitamin and mineral requirements in human nutrition, 2nd edition (2004).
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- **Souci-Fachmann-Kraut.**
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<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/>
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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.
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TABLE I

Danone Product Categories Scope of the *Danone Nutritional Targets* and of the Nutritional Commitments 2020

Intended consumer	Intended frequency of consumption / Role in the diet	
	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⁾ Curds ⁽⁵⁾ Daily Plant-based products ⁽³⁾ Packaged waters (plain & sparkling) ⁽⁵⁾	Occasional dairy products ⁽¹⁾ Occasional plant-based products ⁽³⁾ Aquadrinks ⁽¹⁾ Other beverages ⁽⁴⁾ Coffee creamers ⁽⁴⁾ Cooking aids (butter, cream, sour cream) ⁽⁵⁾
 CHILDREN (0-3 YEARS)	Infant formulae ⁽¹⁾ Follow-on formulae ⁽¹⁾ Young child formulae ⁽¹⁾ Cereals ⁽¹⁾ Savory foods ⁽¹⁾ Fruit & Desserts ⁽¹⁾ Products for infants with specific conditions ⁽²⁾	Beverages ⁽¹⁾ Finger foods ⁽¹⁾
 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. Integrated in reporting and counted as 100% compliant to their respective targets.

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

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

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

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

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

	 ADULTS	 CHILDREN 7-12Y FAMILY⁽¹⁾	 CHILDREN 3-6Y
 <p>DAILY FERMENTED MILKS</p> <p>Fresh fermented milk-based products, for daily consumption. This includes mostly yogurts, kefirs, fresh cheese.</p>	<p>Total sugars ≤ 11.5 g/100 g Added sugars ≤ 7.0 g/100 g Saturated fat ≤ 2.5 g/100 g Energy ≤ 200 kcal/svg</p> <p>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”</p> <p>Nutrition Superiority Score (Rayner scoring system) < 4</p>	<p>Total sugars ≤ 11.5 g/100 g Added sugars ≤ 7.0 g/100 g Saturated fat ≤ 2.5 g/100 g Energy ≤ 170 kcal/svg</p> <p>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”</p> <p>Nutrition Superiority Score (Rayner scoring system) < 4</p>	<p>Total sugars ≤ 11.5 g/100 g Added sugars ≤ 7.0 g/100 g Saturated fat ≤ 2.5 g/100 g Energy ≤ 140 kcal/svg</p> <p>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”</p> <p>Nutrition Superiority Score (Rayner scoring system) < 4</p>
<p>Intermediate targets applicable for Africa⁽³⁾.</p>	<p>Total sugars ≤ 13.5 g/100 g Added sugars ≤ 9.0 g/100 g Saturated fat ≤ 2.5 g/100 g Energy ≤ 200 kcal/svg</p> <p>Protein ≥ 2.2 g/100 g OR ≥ local min value to be “dairy product” Calcium ≥ 84 mg/100 g OR Ca/svg ≥ local min value to be “source of Ca”</p>	<p>Total sugars ≤ 13.5 g/100 g Added sugars ≤ 9.0 g/100 g Saturated fat ≤ 2.5 g/100 g Energy ≤ 170 kcal/svg</p> <p>Protein ≥ 2.2 g/100 g OR ≥ local min value to be “dairy product” Calcium ≥ 84 mg/100 g OR Ca/svg ≥ local min value to be “source of Ca”</p>	<p>Total sugars ≤ 13.5 g/100 g Added sugars ≤ 9.0 g/100 g Saturated fat ≤ 2.5 g/100 g Energy ≤ 140 kcal/svg</p> <p>Protein ≥ 2.2 g/100 g OR ≥ local min value to be “dairy product” Calcium ≥ 84 mg/100 g OR Ca/svg ≥ local min value to be “source of Ca”</p>
 <p>MILKS AND POWDER MILKS⁽²⁾</p> <p>Liquid milks pasteurised/UHT and powder milks to be reconstituted with water, plain or flavored.</p> <p>Young child formulae designed to support the nutritional and developmental needs of children aged beyond 3 years, as part of a balanced diet.</p> <p>Milk enhancers for children beyond 3 years: fortified powders to be reconstituted with cow’s milk.</p>	<p>Total sugars ≤ 11.5 g/100 g Added sugars ≤ 7.0 g/100 g Saturated fat ≤ 2.5 g/100 g Energy ≤ 200 kcal/svg</p> <p>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”</p> <p>Nutrition Superiority Score (Rayner scoring system) < 4</p>	<p>Total sugars ≤ 11.5 g/100 g Added sugars ≤ 7.0 g/100 g Saturated fat ≤ 2.5 g/100 g Energy ≤ 170 kcal/svg</p> <p>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”</p> <p>Nutrition Superiority Score (Rayner scoring system) < 4</p>	<p>Total sugars ≤ 11.5 g/100 g Added sugars ≤ 7.0 g/100 g Saturated fat ≤ 2.5 g/100 g Energy ≤ 140 kcal/svg</p> <p>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”</p> <p>Nutrition Superiority Score (Rayner scoring system) < 4</p>
 <p>OTHER DAILY DAIRY</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 Energy ≤ 200 kcal/svg</p> <p>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”</p> <p>Nutrition Superiority Score (Rayner scoring system) < 4</p>	<p>Total sugars ≤ 11.5 g/100 g Added sugars ≤ 7.0 g/100 g Saturated fat ≤ 2.5 g/100 g Energy ≤ 170 kcal/svg</p> <p>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”</p> <p>Nutrition Superiority Score (Rayner scoring system) < 4</p>	<p>Total sugars ≤ 11.5 g/100 g Added sugars ≤ 7.0 g/100 g Saturated fat ≤ 2.5 g/100 g Energy ≤ 140 kcal/svg</p> <p>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”</p> <p>Nutrition Superiority Score (Rayner scoring system) < 4</p>
<p>Intermediate targets applicable for Africa⁽³⁾.</p>	<p>Total sugars ≤ 13.5 g/100 g Added sugars ≤ 9.0 g/100 g Saturated fat ≤ 2.5 g/100 g Energy ≤ 200 kcal/svg</p> <p>Protein ≥ 2.2 g/100 g OR ≥ local min value to be “dairy product” Calcium ≥ 84 mg/100 g OR Ca/svg ≥ local min value to be “source of Ca”</p>	<p>Total sugars ≤ 13.5 g/100 g Added sugars ≤ 9.0 g/100 g Saturated fat ≤ 2.5 g/100 g Energy ≤ 170 kcal/svg</p> <p>Protein ≥ 2.2 g/100 g OR ≥ local min value to be “dairy product” Calcium ≥ 84 mg/100 g OR Ca/svg ≥ local min value to be “source of Ca”</p>	<p>Total sugars ≤ 13.5 g/100 g Added sugars ≤ 9.0 g/100 g Saturated fat ≤ 2.5 g/100 g Energy ≤ 140 kcal/svg</p> <p>Protein ≥ 2.2 g/100 g OR ≥ local min value to be “dairy product” Calcium ≥ 84 mg/100 g OR Ca/svg ≥ local min value to be “source of Ca”</p>

(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.

TABLE 3

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

	 ADULTS ⁽¹⁾	 FAMILY ⁽²⁾	 CHILDREN 3-12Y ⁽³⁾
<p>Dairy-based products offered in ready-to-eat servings and eaten occasionally for pleasure. This category includes flavored dessert-branded milks.</p> <p> OCCASIONAL DAIRY-BASED PRODUCTS</p>	<p>Total sugars ≤ 25g/svg Saturated fat ≤ 7 g/svg Energy ≤ 200 kcal/svg</p> <p>Nutrition Superiority Score (Rayner scoring system) < 9</p>	<p>Total sugars ≤ 20 g/svg Saturated fat ≤ 5 g/svg Energy ≤ 170 kcal/svg</p> <p>Nutrition Superiority Score (Rayner scoring system) < 9</p>	<p>Total sugars ≤ 11.5 g/100 g Added sugars ≤ 7.0 g/100 g Saturated fat ≤ 2.5 g/100 g Energy • 3-6Y ≤ 140 kcal/svg • 7-12Y ≤ 170 kcal/svg 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</p>
<p>Intermediate targets applicable for Africa⁽⁴⁾.</p>	<p>Total sugars ≤ 25g/svg Saturated fat ≤ 7 g/svg Energy ≤ 200 kcal/sg</p>	<p>Total sugars ≤ 20 g/svg Saturated fat ≤ 5 g/svg Energy ≤ 170 kcal/svg</p>	<p>Total sugars ≤ 13.5 g/100 g Added sugars ≤ 9.0 g/100 g Saturated fat ≤ 2.5 g/100 g Energy • 3-6 Y ≤ 140 kcal/svg • 7-12Y ≤ 170 kcal/svg Protein ≥ 2.2 g/100 g OR ≥ local min value to be “dairy product” Calcium ≥ 84 mg/100 g OR Ca/svg ≥ local min value to be “source of Ca”</p>

(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)

	 ADULTS	 CHILDREN 3-12Y
<p> AQUADRINKS</p> <p>Water-based beverages with sugar. Water-based beverages with zero sugar, with or without sweeteners.</p>	<p>Total sugars ≤ 5 g/100 g OR 100 mL</p>	<p>Total sugars ≤ 5 g/100 g OR 100 mL Total sugars ≤ 12.5 g/serving</p>

TABLE 5

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

	CRITERIA
<p> 1 INFANT FORMULAE</p> <p>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).</p>	<p>Added sugar = 0 g/100 kcal Energy ≤ 70 kcal/100 ml Iron = 0.3 - 1.3 mg/100 kcal Calcium = 50 - 140 mg/100 kcal</p>
<p> 2 FOLLOW-ON FORMULAE</p> <p>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.</p>	<p>Added sugar = 0 g/100 kcal Energy ≤ 70 kcal/100 ml Iron = 0.6 - 2.0 mg/100 kcal Calcium = 50 - 140 mg/100 kcal</p>
<p> YOUNG CHILD FORMULAE</p> <p>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.</p>	<p>Added sugar ≤ 1.25 g/100 kcal Energy ≤ 70 kcal/100 ml Iron = 1.2 - 3.0 mg/100 kcal Calcium = 90 - 270 mg/100 kcal</p>

(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⁾

	 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. 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>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>	Added sugars = 0 Added salt = 0	Added sugars ≤ 1.25 g/100 kcal No added salt Or Total salt ≤ 0.2 g/100 g	Added sugars ≤ 1.25 g/100 kcal No added salt Or Total salt ≤ 0.3 g/100 g
 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 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 <p>Yogurt-type or fresh cheese-type chilled products targeted at children < 3 years.</p>			
 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.	Added sugars ≤ 6.25 g/100 kcal No added salt Or Total salt ≤ 0.75 g/100 g	Added sugars ≤ 6.25 g/100 kcal No added salt Or Total salt ≤ 0.75 g/100 g
 DRINKS <p>All drinks targeting children < 3 years (teas, juices).</p>	Added sugars = 0 These products are recommended for use above 6 months of age.	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.

TABLE 7

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.

TABLE 8

Nutritional Criteria for Plant-Based Products⁽¹⁾

		 ADULTS	 CHILDREN 7-12Y FAMILY ⁽²⁾	 CHILDREN 3-6Y
 DAILY PLANT-BASED PRODUCTS	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	Total sugars ≤ 10 g/100g or ml Saturated fat ≤ 2 g/100g or ml Energy ≤ 200 kcal/svg	Total sugars ≤ 10 g/100g or ml Saturated fat ≤ 2 g/100g or ml Energy ≤ 170 kcal/svg	Total sugars ≤ 10 g/100g or ml Saturated fat ≤ 2 g/100g or ml 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. Plain, fruited or flavored. Fermented or not. Intended for occasional consumption (≤ 2 times / week)	Energy ≤ 200 kcal/svg	Energy ≤ 170 kcal/svg	Energy ≤ 140 kcal/svg

(1) Nutritional criteria for plant-based products are defined to help continuously improve the nutritional quality of our products. These are not Nutritional targets to be met by 2020 as defined in Danone Nutrition Commitments in 2016.
 (2) Family products = with 35 to 50% consumers in age group ≤ 12 years (based on actual consumer split between age groups)

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