



Health and Wellness Approach and Engagement

PepsiCo's Performance with Purpose strategy aims to help create a healthier relationship between people and food. This represents not only part of our strategy for a sustainable business, but we believe it will also help to address some of the world's public health challenges.

Context

According to the World Health Organization (WHO), worldwide obesity has more than doubled since 1980 and it is still rising. As of 2014, more than 1.9 billion adults – 39% of the global population – are overweight, and 13% are obese. By the time they start school, over 40 million children will already be overweight or obese. Yet, the growth in this trend is largely preventable.

In 2004, the WHO adopted its *Global Strategy on Diet, Physical Activity and Health*, which calls on stakeholders at the global, regional and local levels to take the actions needed to support healthy diets and physical activity at the population level.

Our approach

As one of the world's largest food and beverage companies, PepsiCo is committed to being a part of the solution. In fact, we are taking aggressive steps to implement many of the actions recommended by the *WHO Global Strategy on Diet, Physical Activity and Health* and the *WHO Global Action Plan for the Prevention and Control on Noncommunicable Diseases*. Our multi-faceted approach includes:

- Innovating and reformulating our products to reduce added sugars, sodium and saturated fat
- Increasing number of more nutritious options into our portfolio
- Providing clear labeling information about product ingredients
- Adhering to responsible marketing policies
- Meeting the highest standards for food quality and safety

To learn more on our work in these areas, please refer to these [A-Z topics](#) on our website: [Saturated Fat](#), [Sodium](#), [Sugar](#), [Nutrition](#), [Nutrition Labeling](#), [Advertising to Children](#), [Product Quality and Safety](#).

Political and stakeholder engagement

In addition to transforming our portfolio and adhering to responsible labeling and marketing policies, PepsiCo is committed to engaging in conversations with governments and other stakeholders around the world on public health topics, such as improving nutrition, addressing undernutrition, supporting responsible marketing, promoting healthy lifestyles and developing nutrition programs.

In all of our external engagements around the world, we abide by the relevant laws and regulations governing interaction with government officials and PepsiCo's strong Code of Conduct which covers political activities and requires disclosure of conflicts of interest. Each year, all relevant Associates are required to take an electronic training on our Code of Conduct which helps ensure they understand and abide by these policies and report any new conflicts of interest.

PepsiCo participates in public policy dialogue with government officials and other stakeholders where we or others can share our expertise and contribute ideas to solve policy issues. For example, PepsiCo engages with policymakers and other stakeholders around the world to address obesity and diet-related chronic diseases, including:

- **Health and wellness commitments:** As part of our membership of the International Food & Beverage Alliance (IFBA), we published a [letter](#) to the then Director General of WHO, Margaret Chan, detailing the industry's enhanced health and wellness commitments in support of the WHO Global Action Plan for the Prevention and Control of Non-Communicable Diseases 2013-2020.
- **2025 product goals:** PepsiCo's goals to reduce sodium, saturated fat and added sugars in our portfolio were informed by the world's leading health authorities—including the World Health Organization (WHO).
- **Labeling and marketing:** We support clear front-of- pack labeling to help consumers make informed choices about what they're eating. In 2013 we were among the first to voluntarily sign up to the Department of Health's suggested front of package traffic light labeling scheme and in 2017 we announced a European Union initiative on color-coded labeling along with 5 other multinational food and beverage companies. PepsiCo supports responsible marketing and advertising to children under 12 years of age.
- **Fiscal instruments related to nutrition:** In general, alongside healthy lifestyle education and more physical activity, we believe reformulating some of our products, widening and improving the nutritional composition of our portfolio, providing information to help consumers make healthier choices through nutritional labeling and following self-imposed marketing and advertising restrictions to protect children are far more effective ways we can help people achieve their dietary goals. Public policy measures should be designed in such a way as to encourage companies to be active in these areas.
- **Regulatory development of health and nutrition claims:** Our internal standards require nutrition and health claims to be based on scientific evidence, and to represent the product accurately and honestly. All related advocacy reflects this commitment.

For more information on PepsiCo's policy positions, please refer to [A-Z Topics](#) on our website.

Working with the food and beverage industry

We believe we can achieve a greater contribution towards helping to solve the challenges posed by over- and under-nutrition by working together with other food and beverage companies. As an active member of the International Council of Beverage Associations, International Food and Beverage Alliance and the Consumer Goods Forum, we help drive progress on product reformulation, clear labeling, responsible marketing to children and other nutrition projects.

To learn more about our stakeholder and public policy engagement, please refer to these [A-Z Topics](#) on our website: Political Activities, Political Contributions and Issue Advocacy and [Stakeholder Engagement](#).