

Nestlé launches global initiative to help children lead healthier lives

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the United Nations International Day of Families, Nestlé announced its global “Nestlé for Healthier Kids” initiative. The program includes the further development of healthier products and advice for families on nutrition and exercise. It aims at helping 50 million children lead healthier lives by 2030.

Since its foundation, Nestlé has been committed to helping parents and caregivers provide the right nutrition to their children. With this new initiative Nestlé is accelerating the transformation of its food and beverage portfolio worldwide. In 2017 alone, the company launched more than 1000 new products to meet the nutritional needs of children. In the same year, it provided 174 billion servings of fortified foods and beverages in 66 countries where people lack essential micronutrients such as iron, iodine and vitamin A.

Mark Schneider, Nestlé CEO, said: “Childhood is a time where life-long habits are formed. We want to help parents make healthier choices for their children. This is why we are accelerating our efforts to support families in raising healthier kids and we call on others to join us in this endeavor.”

The Philippines joins the rest of the Nestlé companies worldwide in the launch of Nestlé for Healthier Kids. “We believe that all children have a right to be properly nourished in order to reach their full potential and have a brighter future. Because parents play a major role in providing good nutrition to their children, we seek to involve and engage parents as we roll out Nestlé for Healthier Kids in the Philippines,” Nestlé Philippines Chairman and CEO Jacques Reber said.

Mr. Reber added that Nestlé for Healthier Kids is another demonstration of Nestlé’s commitment to help improve the nutrition of Filipino children, in collaboration with like-minded stakeholders. “We want to help improve parents’ knowledge of children’s nutritional needs, offer tastier and healthier choices that help address these nutritional needs, and inspire parents as well as caregivers to raise healthier kids.”

Nestlé already reformulates around one third of its product portfolio every year. It will use its industry-leading innovation capability to further enhance foods and beverages for children with even more fruits, vegetables, fiber-rich grains and micronutrients. Nestlé will also continue to reduce sugars, salt and saturated fats. Some recent product launches include Gerber Grabbers Strong Veggies vegetable and fruit purees, Nido organic milk powder and Nesquik Alphabet whole grain breakfast cereals with reduced sugar.