



Her Excellency
Dr. Margaret Chan
Director General
World Health Organization
20 Avenue Apia
Geneva, Switzerland

Dear Dr. Chan,

As the CEO of the major latinamerican bakery company and one of the most important food and non-alcoholic beverage companies, I would like to take this opportunity to share with you our global commitment to further action in support of continuing efforts to implement the 2004 WHO Global strategy on Diet, Physical activity and Health.

Industries in Latinamerica fully recognize that significant increases in non-communicable diseases (such as cardiovascular disease, hypertension and diabetes) are directly linked to increase prevalence of obesity resulting from a number of factors including poor diets, less physical activity and changes in lifestyle in both developed and developing countries around the world.

Grupo Bimbo, in accordance to its values, has a strong commitment with the society to work intensely in offering to the population different product options based on technical and scientific support, in order to promote healthy diets and lifestyles. As a socially responsible company, we are convinced that reaching a better and healthier ways of life needs the commitment and actions of many actors: Industry, government, scientific community and the society in general.

Grupo Bimbo, as food industry, take this responsibility seriously and established a Global program named "Committed with your health" since 2004 with five concrete action areas where we have already taken concrete steps forward to:

- reformulate our existing products and develop innovations that offer healthier options for our consumers;
- provide our consumers with more and clearer information about the nutritional composition of their foods and beverages;
- adopt voluntary measures on the marketing and advertising of food and beverages, particularly to children; and
- promote greater physical activity, sports and healthier lifestyles, including workplace.

We strongly believe than even greater efforts will have to be made by all stakeholders if the Strategy's goals- particularly in developing and emerging countries- are to be achieved in the years to come.

We are therefore pleased to share with you the five key global commitments to action which will guide our company (among others) over the next years. Grupo Bimbo with our Global Strategic Action Plan "**Committed with your health**" demonstrates with facts the advances and its contribution within the food industry to achieve results.

We will report our individual progress in delivering these annually ahead of each World Health Assembly meeting. The progress report will be published and also may be available to all interested parties on a dedicated website.

Commitment 1: Product Composition & Availability

With the purpose of remaining to the forefront in the world trends of consumption and in order of offering to our consumers products that support and foment healthier choices, we are:

- a) Developing new products, with a healthier profile including functional ingredients, whole grains, etc.
- b) Improving the nutritional value of our products reducing the contents of: fat, sugar and salt in all our product portfolios
- c) Creating smaller portions in order that the consumers have a variety of options and consider portion control in their diets
- d) Eliminating trans fatty acids in all products
- e) Developing fortified products according to the guidelines established by Health organizations

GB seeks to promote the research and development in health, nutrition and technology in all the countries in which we operate around the world. Inside of this spirit of collaboration, we will work with the WHO, national governments and other stakeholders to develop guidelines and strategies to help our costumers reducing over time the excess intake levels of key nutrients of public health concern in the overall diet.

We also have a strong commitment in topics of micro- nutrient deficiencies in some vulnerable groups in many developing countries. As part of our constant efforts to take care of the health of our community and that of the world, wherever possible we will look for opportunities to develop and market products that can address the specific needs of consumers and governments in this regard (including fortified foods).

Commitment 2: Nutrition information to consumers

- a) Labeling: Increase our efforts in providing clearer and complete information to our consumers about the nutritional composition of GB foods and beverages.

To be able to reach our goal in promoting healthier choices in food consumption, giving our consumers complete and easy-comprehension nutrimental labels plays a fundamental role. The provision of nutrimental facts to consumers forms the cornerstone of any framework to address poor dairy intakes. At a global level- or where there are no legislative requirements already in place- Grupo Bimbo has the commitment to incorporate in our products, as a minimum, nutrimental information on pack per portion for the key nutrients of public health concern. Where execution on-pack may not be possible (due to limited space of type of packaging) we will ensure that this information will be given to consumers in other forms (e.g., websites, in- store leaflets, consumer care lines, etc).

Commitment 3: Marketing & advertisement to children

A great deal of political attention at international, regional and national levels has been focused on the question of marketing and advertising of foods and beverages to children.

The food and beverage industry is, with the support of bodies like the World Federation of Advertisers, making significant progress in both expanding and strengthening advertising self-regulatory processes globally. This process is designed to ensure codes of conduct properly monitored, policed and enforced in a manner which reflects the best practice model agreed with consumer and public health groups as part of the EU Advertising Roundtable.

Additionally, the food and beverage industry strengthened its commitment to responsible advertising through the adoption in 2004 of the International Chamber of Commerce (ICC) Framework for Responsible Food and Non-Alcoholic Beverage Advertising. This Framework was most recently updated in 2006 to cover all forms of marketing communications, including the digital media. These code provisions are currently being formally integrated into national self-regulatory codes worldwide.

Furthermore, a number of companies are supporting participants in voluntary 'Pledges' in – for example - the US, Canada and Mexico, which are independently monitored and reported on, to change the types of foods and beverages advertised to children.

We recognise however that, where it is not already the case, we should apply our individual marketing and advertising commitments on a global basis. This year, we therefore intend to finalize and announce plans and timetables to achieve this, together with appropriate independent mechanisms to monitor their delivery.

In our discussions, we will take into account the need to involve as many companies as possible to ensure the application of such commitments is made more widespread throughout the industry. We will continue to seek input from WHO stakeholders throughout this process and will keep you informed of our progress.

Commitment 4: Promotion of Physical Activity and Healthy Lifestyles

Wherever possible will use our marketing communications and/or collaborate with public authorities and other stakeholders to help raise consumer awareness on balanced diets, as well as to help promote greater physical activity and healthier lifestyles – including workplace. Each year we will provide examples of how these campaigns are being applied in different markets around the world in order to be able to share best-practice.

In order to tackle this commitment, we have launch some concrete initiatives:

- Promotion of sports events that seek to promote the energetic balance, beside stimulating values as the respect, the companionship, the discipline, the teamwork, healthy habits and the family integration, among others.



- Foment in our consumers the accomplishment of physical activity across our packing and advertising executions.
- Distribute in schools articles to foment the physical activity together with specific didactic material.

Commitment 5: Partnerships and Research

We are acutely aware of the enormity of the task ahead and the need to work collaboratively with the WHO, its regional offices, Member States and the wider public health community to deliver a positive outcome. We will commit our time, expertise and resources to support public-private partnerships to accomplish the objectives of the WHO in this area, also we will support research to generate better evidence and practices to keep improving consumers lifestyles.

Finally as the main global action, is our goal to create consciousness in all our associates in Grupo Bimbo, motivating the adoption of healthier lifestyles inside and outside the company, through different activities: dieticians consultations, health & nutrition conferences, improving menus in cafeterias, promoting physical activity in workplaces, as the more relevant. We want to become a Role model Company in our country.

As we move forward with our plans, we will look to co-operate and promote this approach in all markets and encourage others (including small and medium sized companies) to follow our lead.

We confirm you our engagement as part of the group of major Food and non alcoholic beverage companies in the **Global Commitment to Action on the Global Strategy on Diet, Physical Activity and Health** and we will be informing you of the advances in the near future.

Yours sincerely ,



Daniel Servitje
Chief Executive Officer
Grupo Bimbo