

IFB's Specifications

Regional Headquarters

Tanzania

Global Headquarters

N/A

Market Share Range ¹

0% - 5%

Type of Ownership

Private

Categories assessed in Product Profile

Not assessed in Product Profile

Important - The findings of this Index rely to a large extent on the information shared by companies, in addition to what is found in the public domain. In the case of limited, to no engagement by the companies, this assessment may not represent the full extent of their efforts.

Footnote:

1. Euromonitor International, Staple Foods Industry edition, 2022

Overall Product Profile Results

The results below show the percentage of "healthier" products, or products passing the model's criteria, for the company's overall portfolio, as assessed by different nutrient profiling models.

Not assessed in Product Profile

Findings

☐ **Nutrition strategy**

While IFB acknowledged that the majority of its portfolio has limited nutritional contribution to diets, and that sales of their healthier tomato products represents a very small part of their overall portfolio, no supporting evidence was found in the public domain of a strategy to improve the nutritional impact of its products or commercial operations.

☐ **Oversight and accountability**

No information was found regarding the governance of IFB's nutrition-related activities, such as Board review and executive accountability.

Recommendations

☐ **Nutrition strategy**

IFB is recommended to assess how it can improve the impact of its commercial activities on public health and publish a clear commercial strategy to contribute to healthier and more nutritious diets in Tanzania. This could include, for example, fortifying its tomato products (similarly to Darsh Industries), formalizing policies on selling in small package sizes, and responsible marketing and labelling practices.

☐ **Healthy sales target and reporting**

The company is encouraged to develop and publish a specific, measurable, and timebound target to increase sales of products that meet a definition of 'healthier' according to formal nutrition standards in Tanzania such as the Food-Based Dietary Guidelines for a Healthy Population, and report on the percentage of its sales derived from such products. Ideally the company would adopt an internationally recognized NPM for this purpose, such as the HSR, Nutri-Score, or WHO Regional Model for Africa.

☐ **Strategy reporting**

The company should consider publicly reporting on the implementation of each aspect of its nutrition strategy, showing annual progress on meeting set targets (including those outlined in subsequent categories). Reporting should ideally take the form of quantitative metrics, documented in a systematic manner.

☐ **Board oversight**

To ensure that the nutrition strategy is prioritized and implemented systematically across the company's operations, the company is recommended to have its Board of Directors review progress against the strategy on at least an annual basis.

☐ **Executive accountability and remuneration**

The company is also encouraged to assign formal responsibility for the implementation and success of the nutrition strategy to the CEO, or another senior-level executive, and ideally linking their executive remuneration to at least one of the nutrition strategy's targets or metrics.

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Findings	Recommendations
<div> <div> <div></div> <div>Targets for nutrients of concern</div> </div> <div> <p>No information was found in the public domain that the company has made progress or put targets in place to reduce levels of key nutrients of concern (sodium, free/total sugars, saturated fats, and industrially produced trans fats (iTfAs)).</p> </div> </div> <div> <div> <div></div> <div>Targets for positive ingredients</div> </div> <div> <p>No information was found in the public domain that the company has made progress or put targets in place to increase levels of minimally processed fruits, vegetables, nuts, and legumes (FVNL) and whole grains in its applicable portfolio.</p> </div> </div>	<div> <div> <div></div> <div>Targets for nutrients of concern</div> </div> <div> <p>IFB is encouraged to identify products or categories that are high in nutrients of concern (sodium, free/total sugars and saturated fats) and publish specific, measurable, and time-bound targets for reducing levels of these nutrients across all relevant product categories.</p> </div> </div> <div> <div> <div></div> <div>Elimination of industrially produced trans fats (iTfAs)</div> </div> <div> <p>The company is advised to publish a policy to eliminate or reduce levels of iTfAs in the portfolio in line with the WHO recommendation of <2g iTFA per 100g of fats and oils by a specific year. If already achieved, the company could specify how it prevents the reintroduction of trans fats in its portfolio.</p> </div> </div> <div> <div> <div></div> <div>Targets for positive ingredients</div> </div> <div> <p>IFB is encouraged to publish targets to increase levels of minimally processed fruits, vegetables, nuts, and legumes (FVNL) and whole grains in all applicable product categories.</p> </div> </div> <div> <div> <div></div> <div>Reformulation reporting</div> </div> <div> <p>The company is encouraged to publicly report on annual progress against reformulation targets using quantitative metrics.</p> </div> </div>

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Findings	Recommendations
<div> <div> <div></div> <div>Fortified products</div> </div> <div> <p>Of the 13 products produced by IFB that were identified for ATNi’s Product Profile, none were found to have micronutrients data available or listed in ingredient information, indicating that the company does not currently fortify (or does not disclose that it fortifies) products sold in the Tanzanian market.</p> </div> </div> <div> <div> <div></div> <div>Fortification policy</div> </div> <div> <p>No indication that the company has a policy to only fortify products that meet a definition of ‘healthier’ according to formal nutrition criteria was found in the public domain.</p> </div> </div>	<div> <div> <div></div> <div>Disclosure of micronutrient information</div> </div> <div> <p>IFB is recommended to specify in full the micronutrient content (inherent of of fortified) of its products on back-of-pack nutrition labels, including when fortified staples are used as ingredients using standardized measurement units.</p> </div> </div> <div> <div> <div></div> <div>Fortification policy</div> </div> <div> <p>IFB is advised to develop and publish a fortification policy that includes explicit commitments to follow the CODEX CAC/GL 9-1987 and/or the WHO/FAO ‘Guidelines on Food Fortification with Micronutrients’ as per standards set out by the Tanzania government, and to only fortify products that meet the nutrition criteria of an NPM or when required by law.</p> </div> </div> <div> <div> <div></div> <div>Quality and control</div> </div> <div> <p>The company is encouraged to publish its quality control or assurance methods to determine whether the levels of micronutrient(s) are sufficient in the final product.</p> </div> </div>

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Findings

☐ Nutrient profiling

No information was found in the public domain indicating that the company uses a nutrient profiling model (NPM) to define and report on the healthiness of its product portfolio.

Recommendations

☐ Reporting on portfolio healthiness

The company is encouraged to measure and publicly report the percentage of its sales which are derived from products classified as ‘healthier’ according to Tanzania's Food-Based Dietary Guidelines for a Healthy Population or ideally an internationally recognized NPM such as the HSR, Nutri-Score, or WHO Regional Model for Africa.

☐ Transparency of NPM application

The company should be transparent about how the nutrition criteria or NPM was applied to its portfolio, specifying which product categories are included and how the products are categorized.

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Findings

- ☐ **Affordable nutrition strategy**
IFB indicated to ATNi that distribution channels for its confectionary portfolio serve mainly low-income consumers in Tanzania, and that domestic fiscal barriers prevent the company from investing in the growth of its ‘healthier’ portfolio, including tomato-based cooking ingredients. However, it is unclear whether the company has a strategy to improve the affordability of its ‘healthy’ products through its standard commercial operations.

Recommendations

- ☐ **Relative affordability**
The company could consider measuring the price differential between ‘healthier’ products relative to products that do not meet formal nutrition criteria, and work on improving the differential between them.
- ☐ **Reporting progress**
IFB is recommended to report on quantitative progress on improving the price differential between ‘healthier’ and ‘less healthy’ products across the whole portfolio.

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Findings

☐ Responsible marketing to children

While IFB indicated to ATNi that children are the primary consumers of its confectionary products, no information on whether IFB has committed to market its products responsibly to children in Tanzania was found in the public domain.

Recommendations

☐ Responsible marketing to children

IFB is encouraged to adopt and publish a responsible marketing policy to ensure that it does not market ‘less healthy’ products to children in Tanzania.

☐ Product restrictions for marketing to children

Ideally, the company’s responsible marketing to children policy would include a commitment not market products to children at all, or only those products meeting the criteria of an internationally recognized NPM such as the HSR, Nutri-Score, or WHO Regional Model for Africa.

☐ Age threshold

A ‘child’ should be defined as those up to the age of 18, as per the Children’s Act of 2009.

☐ Marketing policy scope

IFB is recommended to explicitly apply its responsible marketing policy to a comprehensive range of media channels and techniques identified in the WHO Guidelines on this topic. These include all digital, broadcast and print media (e.g. TV, radio, and newspapers, paid ads on third-party websites, social media and apps), and techniques such as celebrity endorsements, sponsorships, and toys, premiums, vouchers, and giveaways that appeal to children under 18.

☐ Audience threshold

IFB is encouraged to apply an audience threshold of >25% on measured media to determine whether a channel is considered ‘child-directed’.

☐ Auditing compliance

The company could consider commissioning an independent third-party audit of its responsible marketing commitments in Tanzania, covering a wide range of media channels and marketing techniques, and publish the results.

☐ Marketing to general audiences

IFB is recommended to explicitly state that it adheres to the ICC Framework for Responsible Food & Beverage Marketing Communications in its responsible marketing policy.

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Findings

☐ **Workforce nutrition program**

No information was found in the public domain indicating that the company offers healthy food at work, nutrition education, nutrition-focused health checks, and/or breastfeeding support for its employees, nor paid primary or secondary caregiver leave beyond legal requirements in Tanzania.

Recommendations

☐ **Workforce nutrition program**

IFB is recommended to develop a comprehensive workforce nutrition program which is available to all employees (including at manufacturing sites) in Tanzania, which includes healthy food at work, nutrition education, nutrition-focused health checks, and breastfeeding support. Engaging with the Workforce Nutrition Alliance (WNA) and utilizing its self-assessment scorecards would be a good first step in this regard.

☐ **Healthy Food at Work**

The company is encouraged to increase employees’ access to healthy and safe foods at work through direct provision, food subsidies, or by increasing the availability of healthy food options. These food options should include nutrition criteria and be revised by an independent nutrition professional.

☐ **Nutrition Education**

The company is recommended to increase employees’ knowledge of healthy nutrition by providing education materials selected and revised by an independent nutrition professional.

☐ **Nutrition-focused Health Checks**

The company is recommended to offer employees periodic, one-to-one meetings with a health or nutrition professional to assess the employee’s nutritional health.

☐ **Breastfeeding Support**

The company is encouraged to offer paid maternity leave of at least six months (as recommended by the World Health Organization (WHO)) and paid secondary caregiver leave beyond legal requirements. The company can further support breastfeeding mothers in its workforce by providing breastfeeding facilities in the workplace, that include: 1) private, hygienic, safe rooms to express breastmilk; 2) paid breaks to express breastmilk; 3) refrigerators to store breastmilk; and 4) other flexible working arrangements to support breastfeeding mothers.

☐ **Reporting on implementation**

The company is also encouraged to set and publicly report against outcome-focused targets or key performance indicators (KPIs) to measure progress on implementing the workforce nutrition program.

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Findings

☐ Health and nutrition claims

No information was found in the public domain of a commitment to only place health and nutrition claims on products that meet a definition of ‘healthy’ according to the formal nutrition criteria of an NPM.

Recommendations

☐ Health and nutrition claims

The company is advised to commit to refrain from using nutrition or health claims on products that are not considered ‘healthier’ according to the formal nutrition criteria of an NPM.

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