



# DANONE NUTRITIONAL TARGETS

5<sup>th</sup> edition – updated December 2024



# FOREWORD

At Danone, our mission is to bring Health through Food, and we consider that our first line of action is the nutritional quality of what we sell. 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 and are applicable to the whole Danone portfolio across geographies and populations. They are based on nutrition science, consider technical feasibility, and the consumer acceptance journey.

In December 2016, we went one step further in publishing externally the Danone Nutritional Targets in their first edition, that were then updated in 2019 , in 2021 and 2023 (4<sup>th</sup> edition).

This is the 5<sup>th</sup> edition of the Danone Nutritional Targets, which will serve as our reference for the 2024 annual reporting. It includes minor changes from the previous edition, particularly in the names of our product categories.

# SPECIFIC CRITERIA DETERMINE THE DANONE NUTRITIONAL TARGETS

## 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 food-based dietary recommendations\***, and by its **intended role in the diet**.

The present document does not include Targets for:

1. Packaged water (plain & sparkling) – since water is not formulated
2. Products minimally formulated to adjust to regulatory thresholds, such as butter, cream, curds.
3. Advanced medical nutrition products and products for infants with specific conditions (for example, for pre-term infants, allergy treatment, etc.) where the first guidance is the medical indication.

*\* such as food pyramids, food pie-charts, my plate or food grouping*

## THE INTENDED CONSUMER

The Danone Nutritional Targets (including, in some cases, serving size) are customized according to the different needs of the intended **age groups**.

Targets are more demanding for infants and young children (0-36 months of age), kids (3-6 years) and tweens (7-12 years).

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

Furthermore, Danone is permanently committed to not using Industrial Trans Fatty Acids in any of its product ranges.

## AN UNCOMPROMISING PRINCIPLE

**All criteria are equally important.**

An excessive amount of nutrients to limit, cannot be "compensated" by the inclusion of higher amounts of nutrients to encourage.

By principle, we **have only one set of nutritional targets, to encompass all markets and geographies** we are active in.

When relevant, a complementary Target is defined using a nutritional score (Rayner score).

# DANONE PRODUCT CATEGORIES: SCOPE OF DANONE NUTRITIONAL TARGETS

Intended consumer	Intended frequency of consumption / Role in the diet	
	DAILY CONSUMPTION	OCCASIONAL CONSUMPTION (≤ 2 times/week)
GENERAL POPULATION (ADULTS, KIDS & TWEENS)	Yogurts, milks & daily dairy products (1) Daily plant-based products (1) Cheese (3) Packaged waters (plain & sparkling) (4) Aquadrinks with no sugar added (1)	Dairy indulgent desserts & ice creams (1) Plant-based indulgent desserts & ice creams (1) Aquadrinks with sugar added (1) Other beverages (3) Coffee creamers (3) Cooking aids : butter, spread, cream, sour cream (4)
INFANTS & YOUNG CHILDREN (0-36 months)(5)	Infant formulae (1) Follow-on formulae (1) Young child formulae (1) Milks 4-5 (1) Cereals (1) Savory meals (1) Fruits & dairy dishes (1) Products for infants and young children with specific conditions (2)	Finger foods (1) Drinks (1)
PREGNANT & BREASTFEEDING WOMEN	Cereal products (1) Dairy products (1) Beverages(1) Supplements (pills, caps) (2)	
PATIENTS OF ALL AGES	Advanced Medical Nutrition (2)	

(1) Products having Targets and a reformulation roadmap. Integrated in reporting.

(2) Products specifically formulated to address particular needs. No generic Targets defined. Integrated in reporting and counted as 100% compliant.

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

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

(5) Include some products for children above 36 months, referred to as “4-5”, see definition in page 8.

The Categories intended for Daily consumption correspond to Danone’s operational definition of “Healthy Categories”.



# FOODS FOR GENERAL POPULATION (ADULTS, KIDS & TWEENS) FOR DAILY CONSUMPTION

		ADULTS	FAMILY (1)	TWEENS 7-12Y	KIDS 3-6Y
DAILY DAIRY PRODUCTS	Fresh fermented milk-based products, for daily consumption. This includes mostly yogurts, kefirs, fresh cheese, essential & functional curds.	Total sugars ≤ 11.5 g/100 g Added sugars ≤ 7 g/100 g		Total sugars ≤ 10 g/100 g Added sugars ≤ 7 g/100 g	
	Liquid milks pasteurised/UHT and powder milks to be reconstituted with water, plain or flavored (2) Milk enhancers for children beyond 3 years: fortified powders to be reconstituted with cow's milk (2)	Saturated fat ≤ 2.5 g/100 g 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 (Rayner scoring system) < 4			
	Products with > 50% milk, fermented or not fermented, intended for daily consumption. Includes snack-type, dessert-type products.	Energy ≤ 200 kcal/svg	Energy ≤ 170 kcal/svg	Energy ≤ 170 kcal/svg	Energy ≤ 140 kcal/svg
DAILY PLANT-BASED PRODUCTS	Spoonable or drinkable plant-based products, based on nuts, coconut, 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		Local “source of” at least 2 nutrients to encourage (vitamins, minerals, protein or fiber) (3)	
		Energy ≤ 200 kcal/svg	Energy ≤ 170 kcal/svg	Energy ≤ 170 kcal/svg	Energy ≤ 140 kcal/svg

(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) When fortification is legally possible (for instance not possible in EU for organic plant-based products)

# FOODS FOR GENERAL POPULATION (ADULTS, KIDS & TWEENS) FOR OCCASIONAL CONSUMPTION (≤2 TIMES/WEEK)

		ADULTS	FAMILY (1)	TWEENS 7-12Y	KIDS 3-6Y
<b>OCCASIONAL DAIRY-BASED PRODUCTS</b>	Dairy-based products offered in ready-to-eat servings and eaten occasionally for pleasure. This category includes flavored dessert-branded milks.	Total sugars ≤ 25g/svg Saturated fat ≤ 7 g/svg  Nutrition Superiority Score (Rayner scoring system) < 9  Energy ≤ 200 kcal/svg	Total sugars ≤ 20 g/svg Saturated fat ≤ 5 g/svg  Nutrition Superiority Score (Rayner scoring system) < 9  Energy ≤ 170 kcal/svg	Total sugars ≤ 10 g/100 g Saturated fat ≤ 2.5 g/100 g 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  Energy ≤ 170 kcal/svg	
<b>OCCASIONAL PLANT-BASED PRODUCTS</b>	Spoonable or drinkable plant-based products, based on nuts, coconut, seeds, legumes as beans or pulses, and/or cereals, eaten occasionally for pleasure.	Energy ≤ 200 kcal/svg	Energy ≤ 170 kcal/svg	Total sugars ≤ 10 g/100g or ml  Energy ≤ 170 kcal/svg	
					Energy ≤ 140 kcal/svg

- (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) When fortification is legally possible (for instance not possible in EU for organic plant-based products)

# BEVERAGES FOR GENERAL POPULATION (ADULTS, KIDS & TWEENS)

		ADULTS	TWEENS 7-12 Y KIDS 3-6 Y
<b>AQUADRINKS</b>	<p>Water-based beverages with sugar.</p> <p>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 ≤ 3.6 g/100 g OR 100 ml</p> <p>AND</p> <p>Total sugars ≤ 9 g/serving</p>

# PRODUCTS FOR INFANTS & YOUNG CHILDREN 0-36 MONTHS- MILKS (1)

<p><b>INFANT FORMULAE</b></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 sugars = 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><b>FOLLOW-ON FORMULAE</b></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 sugars = 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><b>YOUNG CHILD FORMULAE</b></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 sugars ≤ 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>
<p><b>MILKS-BASED DRINKS 4-5</b></p>	<p>Milks used as liquid part of a diet; in children over 3 years of age, and recommended to be consumed in a daily amount of 300-500 ml. Other milks consumed in smaller daily amounts should follow general Milk target in page 5.</p>	<p>Added sugars ≤ 2 g/100 kcal            Energy = 40-75 kcal/ 100 ml            Calcium ≥ 120 mg/100 ml</p>

(1) We consider the product composition as consumed (ready to feed reconstituted as indicated on pack, with milk or water) Plant-based versions intended for use in allergy management, are classified under « Products for infants and young children with specific conditions”, by consequence these are not included here.



# PRODUCTS FOR INFANTS & YOUNG CHILDREN 0-36 MONTHS – COMPLEMENTARY FOODS (1)

		4-6 MONTHS (2)	6-12 MONTHS	> 12 MONTHS
CEREALS	<p><b>Plain instant cereals:</b> 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. - <b>Milk instant cereals:</b> instant powdered cereals that contain powdered milk. These require preparation via the addition of infant usual milk or water, intended to be spoonable. - <b>Liquid cereals:</b> milk based drinking products with at least 25% cereals content. - <b>Ready-to-eat cereals:</b> cereal based products that are ready to serve or simply require heating. – All these products are consumed using a spoon.</p>	Added sugars = 0	Added sugars ≤ 2.5 g/100 kcal	
SAVOURY MEALS & DISHES	<p><b>Savoury bowls, jars, tetra, plates:</b> 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.  <b>Savoury components:</b> 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.  <b>Soups ready to consume (with heating), or instant.</b> This segment excludes broths (liquid stock of a meat/vegetable base that is normally used as an ingredient, rather than a complete meal).</p>	<p>Added sugars = 0</p> <p>Added salt = 0</p>	<p>Added sugars ≤ 1.25 g/100 kcal</p> <p>No added salt OR Total salt ≤ 0.2 g/100 g</p>	<p>Added sugars ≤ 1.25 g/100 kcal</p> <p>No added salt OR Total salt ≤ 0.3 g/100</p>
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 &amp; fruit yogurts) and also products that combine a fruit product with a separate finger food element.            It also includes all Yogurt-type or fresh cheese-type chilled products targeted at children &lt; 3 years, or sweet meal products, which may be ready to eat or instant.</p>	Added sugars = 0	Added sugars ≤ 6.25 g/100 kcal	
FINGER FOODS	<p><b>All biscuits, cookies or rusks</b> where the dominant ingredient is a cereal, as well as all other non-cereals food products in a dry form.  <b>Any sort of snack</b>, 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.	<p>Added sugars ≤ 6.25 g/100 kcal</p> <p>No added salt OR Total salt ≤ 0.75 g/100 g</p>	
DRINKS	<p><b>All drinks</b> targeting children &lt; 3 years (teas, juices)</p>	<p>Added sugars = 0</p> <p>These products are recommended for use above 6 months of age.</p>	Added sugars = 0	Added sugars = 0

(1) For complementary & young children's 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 support introduction of complementary food to breast or bottle feeding after 4 months. See January 2017 ESPGHAN paper on Complementary Food.

# PRODUCTS FOR PREGNANT & BREASTFEEDING WOMEN (1)

BEVERAGES	Waters with fibers Smoothies	Energy $\leq$ 40 kcal/day (2) Added sugars $\leq$ 5 g/100 ml
DAIRY PRODUCTS	Milks (powder or liquid) Fermented dairy products	Energy $\leq$ 200 kcal/svg Added sugars $\leq$ 7 g/100g (3) Calcium $\geq$ 120 mg/100g (3)
OTHER FOODS	All other types of foods E;.g. cereals, cereal bars	Energy $\leq$ 250 kcal/day (2) Added sugars $\leq$ 10 g/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.

# SELECTED REFERENCE DOCUMENTS (ALL LINKS WERE LAST ACCESSED DECEMBER 18, 2024)

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