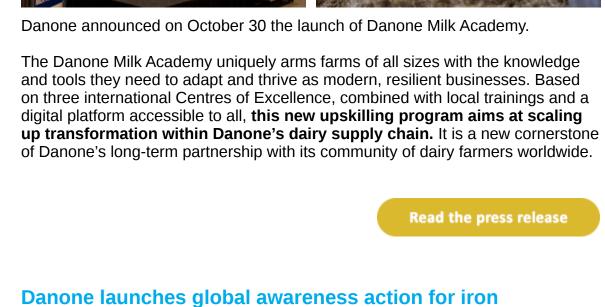






geographies, including France, the United States, Egypt, Japan, South Africa, and many others. This bottom-up approach to global certification concluded this month with the certification of Danone SA, the parent company, thereby completing the group's global certification. Read the press release Danone launches Industry-first academy for farmers to build resilience in global dairy supply chain





deficiency day

curiosity.

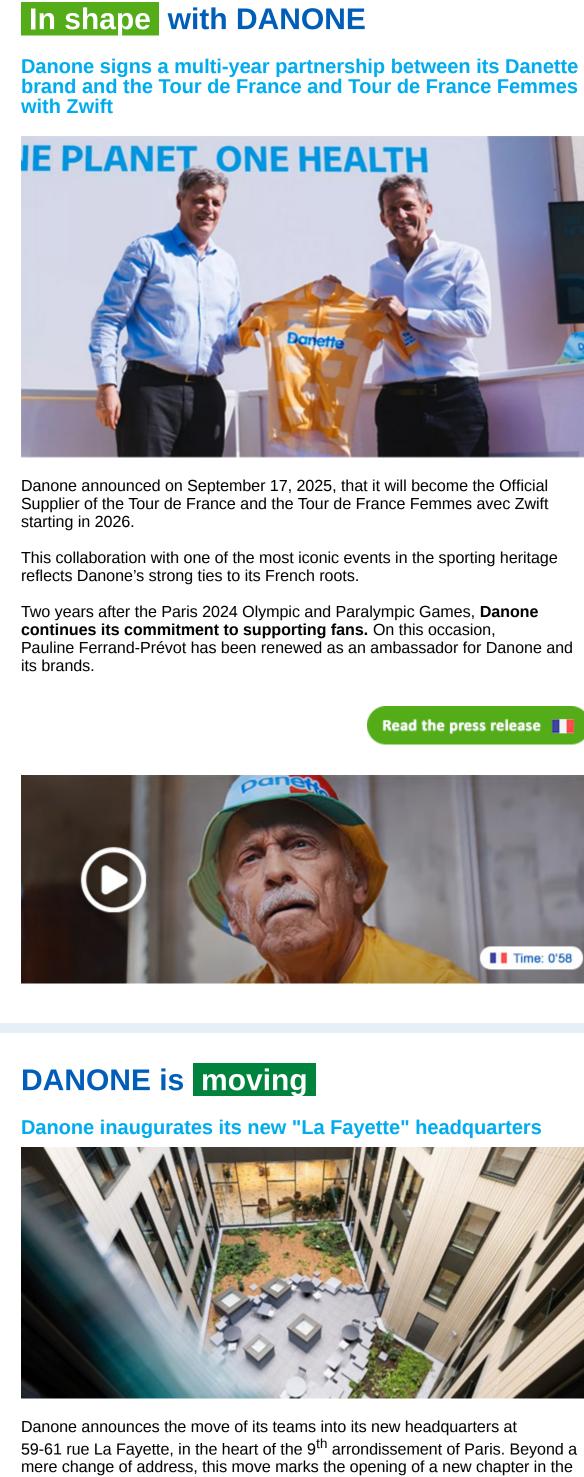


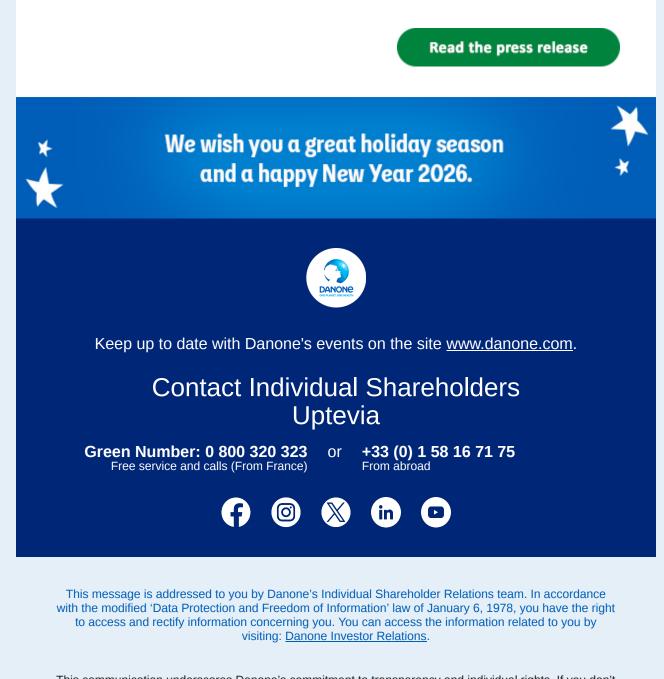
the disappearance of the color red. The initiative was orchestrated with a broad coalition of partners: Phosphatine, SGM, Dumex, Dugro, Blédina, Dexolac, Bebelac Junior, major media partners such as Canal+, Global Africa Telesud, Brut, Adamant Media, MTV Lebanon, Pulse RCI, Indonesian retailer Alfamart, as well as a wide network of healthcare professionals and influencers. The campaign unveiled that red – the symbol of healthy blood, iron, and vitality – had been "given" to Iron Up! and its Iron Buddy character to raise awareness about the effects of iron deficiency in children and encourage parents to screen their children using a simple online tool: the digital Iron Tracker.

vanished. This striking visual disruption surprised, intrigued, and sparked

For the occasion of Iron Deficiency Day, Danone revealed that they were behind

Read the press release In shape with DANONE





Group's history.

This communication underscores Danone's commitment to transparency and individual rights. If you don't want to receive more news from DANONE, click here.