



NUTRITIONAL STRATEGY





SUSTAINABLE BUSINESS STRATEGY



4 Action Areas of the Podravka Group Sustainable Development Strategy



Environmental Impact and Protection

- ✓ Energy self-sufficiency,
- ✓ Focus on renewable energy sources and green technologies,
- ✓ Reduction of CO2 emissions,
- ✓ Reduction and utilisation of municipal waste and food waste,
- ✓ Environmentally friendly and innovative packaging solutions,
- ✓ Reduction of water consumption (increasing the water recirculation ratio),
- ✓ Positive impact on biodiversity and water (sustainable agriculture and afforestation).

Healthy Diet (Nutritional Strategy)

- ✓ Products promoting a healthy and balanced diet,
- ✓ Product range aligned with sustainable dietary guidelines,
- ✓ Production of communication tools.

Social Responsibility

- ✓ Further improvement of the relationship with employees,
- ✓ Digitalization of production and logistics,
- ✓ Supplier compliance with sustainability criteria in the area of social responsibility.

Corporate Governance

- ✓ Promoting the principles of sustainable development by signing the UN Global Compact initiative.



The nutritional strategy is a system for managing the nutritional quality of product assortments and brands through which we provide the consumer with products that are in line with their needs, that will help them improve their diet and that comply with national and global health guidelines. .



In 2014, Podravka developed its first nutritional strategy for a 10-year period.

Since then, we have been continuously working on product development and innovation in accordance with the nutritional strategy and the guidelines of the World Health Organisation: **less salt, less sugar, less saturated fats, no trans fats.**



In the period from 2014 to 2022, by continuing to improve the composition of its most renowned products, Podravka has reduced:



the amount of salt by 300 tonnes



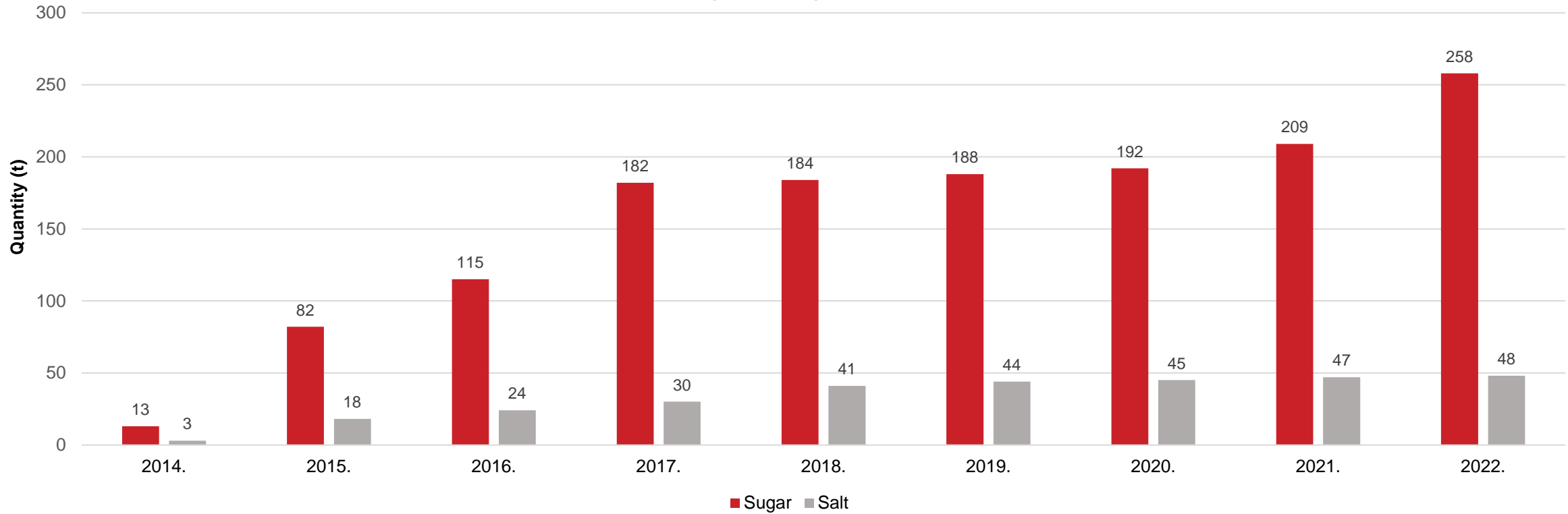
the amount of sugar by 1423 tonnes



NUTRITIONAL STRATEGY / goals achieved by the year 2022



Reduction of salt and sugar through product reformulation



Reduction of salt in the categories Culinary Art and Meat Products

Reduction of sugar in the categories Baby Food, Breakfast Cereals and Fruit



NUTRITIONAL STRATEGY / goals achieved by the year 2022



New product development focused on:

- *clean label* products (**no additives, flavour enhancers, artificial colours**)
- developing products with specific benefits: **gluten-free**, enriched with **protein, vitamins, minerals, fibres**
- developing products with a reduced content of critical ingredients (**salt and sugar**)
- using whole-grain raw materials (**nutritionally valuable cereals**)
- developing products **without palm oil** or using **RSPO palm oil**
- developing **BIO** products
- developing **vegetarian and vegan** products

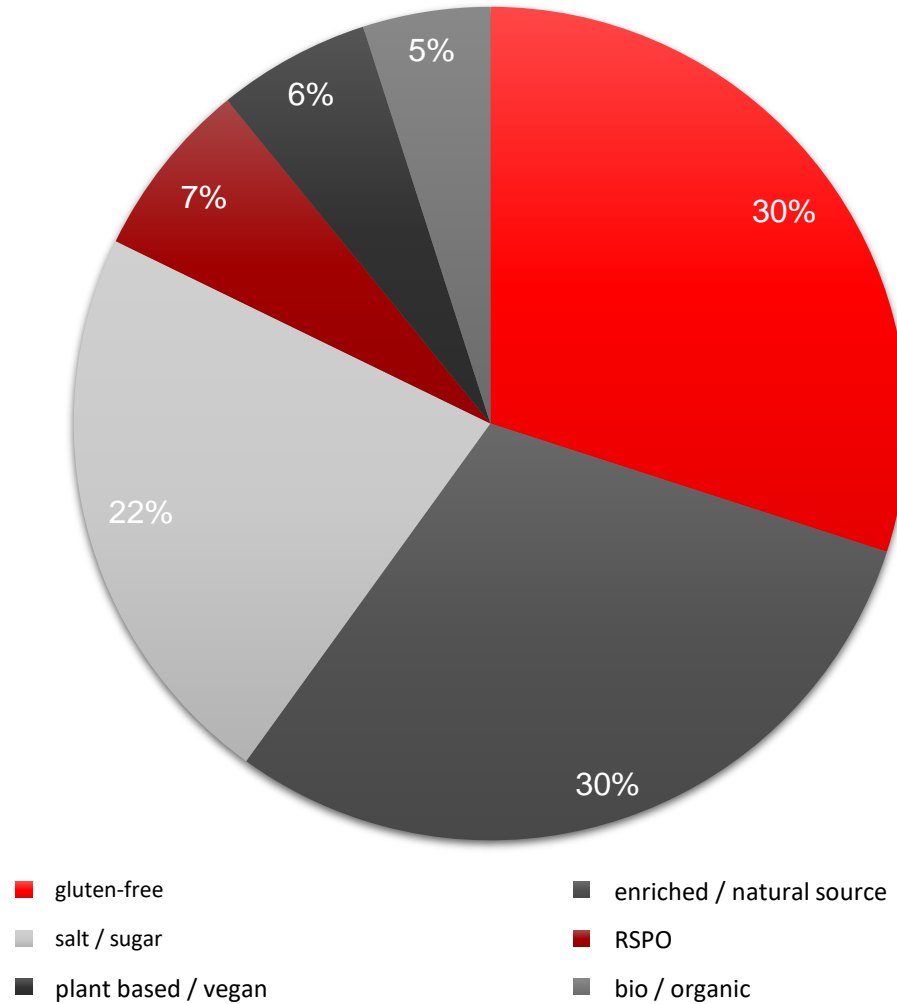




NUTRITIONAL STRATEGY / goals achieved by the year 2022



Products with specific benefits launched by 2022





The new nutritional strategy developed for the period 2022-2027 focuses on two main topics:

- **healthy and balanced diet**
- **sustainable diet**

The nutritional strategy is aligned with the legal framework, strategies and voluntary guidelines, recommendations, proposals, codes and positions of international organisations (FAO UN, World Health Organisation, European Commission) and associations of major food and beverage companies.

The guidelines set out in the EU Farm to Fork Strategy stress the importance of promoting changes in consumer eating habits by increasing the availability of high-quality food industry products with greater nutritional value and by adapting communication with the customers.



NUTRITIONAL STRATEGY / definition of a healthy diet



The definition of a healthy diet

(Committee on World Food Security Voluntary Guidelines on Food Systems and Nutrition, FA)

A healthy diet is a diet that includes an adequate quantity and quality of food to achieve optimal growth and development of all individuals and to support functioning and physical, mental and social well-being at all life stages, as well as physiological needs.

A healthy diet is **safe, diverse, balanced and based on nutritious foods.**

It helps protect against malnutrition in all its forms, including undernourishment, macronutrient deficiencies, overweight and obesity, and reduces the risk of diet-related non-communicable diseases.

The exact make-up of a healthy diet varies depending on individual characteristics (e.g. age, gender, lifestyle and degree of physical activity), geographical, demographic and cultural practices and contexts, eating habits, availability of food from local, regional and international sources, and dietary customs.





Guiding principles for Sustainable Healthy Diets, WHO, 2019

- energy intake should balance energy expenditure
- keep total fat intake to less than 30% of total energy intake, with a shift in fat consumption away from saturated fats to unsaturated fats, and towards the elimination of industrial trans fats*
- limit intake of free sugars to less than 10 percent (or even less than 5 percent**) of total energy intake
- keep salt intake to less than 5 g/day
- eat at least 400g of fruits and vegetables a day

- * Limit intake of trans fats to $\leq 10\%$ of total daily energy intake or 20 g/day and limit intake of industrial trans fats to $\leq 1\%$ of total daily energy intake.
- ** Limit intake of free (added) sugars to $\leq 5\%$ of total daily energy intake (e.g. in case of an energy intake of 2000 kcal per day, this recommendation corresponds to ≤ 25 g of free sugars)





NUTRITIONAL STRATEGY / goals for the period up to 2027

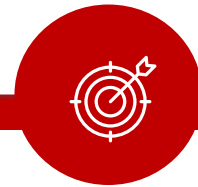


Reducing the average **salt and sugar content** in **at least 75 %** of our **new and innovated products by 20%** compared to today

HEALTHY AND BALANCED DIET

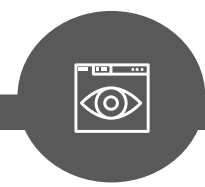


Introducing **at least one ingredient that supports a healthy and balanced diet in 75%** of our **new and innovated products** at a minimum



Basing **at least 40 %** of our **new and innovated products** on **ingredients associated with sustainable diets**

SUSTAINABLE DIET



Supporting **sustainable nutrition with 100%** of our **product portfolio**



Results of the research conducted by IPSOS:

- **36% of respondents have some healthy eating habits**, with the most prominent being avoiding fast food (37%), salty foods (22%) and fattening foods (21%)
- **47% of citizens admit that they have some unhealthy eating habits**, with insufficient intake of fruits and vegetables (40%) and enjoying not-so-healthy foods (36%) taking the lead (36%)
- **36% of respondents say that they control their salt intake**, be it fully or for the most part (above average: women and people over 66)
- **44% ispitanika paze na unos šećera** (više od prosjeka su to žene, stariji od 66 godina, urbana naselja te regija Dalmacija)
- **5% građana starijih od 16 godina zna koliki je dnevni preporučeni unos soli**, to je 5 g prema preporukama Svjetske zdravstvene organizacije. Za **šećer** je preporuka dnevnog unosa 25-50 grama što zna svega **2%** građana.
- Samo **31% građana čita deklaracije prehrambenih proizvoda** (više od prosjeka su to žene u dobi od 30 do 39 godina, visokog obrazovanja i visokih primanja)





NUTRITIONAL STRATEGY / TV Ad



1423 TONE MANJE ŠEĆERA*

*U razdoblju od 9 godina. Više informacija na www.podravka.hr/hrana-koja-brine-o-vama

