Why is Nestlé the leader in NHW?

We communicate the nutritional value of our products and promote healthy diets and lifestyles

What is the Nestlé Nutritional Compass?

The Nestlé Nutritional Compass provides information to guide consumers through understanding ingredients used in the products, the nutrition table and offers tips for responsible enjoyment and healthy usage of products our products as well as contact details to get more information.

96% of our products display the Nestlé Nutritional Compass

Nestlé strives every day to develop tastier and healthier products

Did you know?

Nestlé was one of the first companies to voluntarily implement a policy on responsible marketing to children stating that we do not directly advertise or market our products to children under the age of six.

Nutritional Information

This information is given in a standardised format that will allow you to easily compare the amount of energy, protein, carbohydrates and fat in the different products.

Good question

A question related to the consumption of the product and its place in a balanced diet.

Good to know

This information box provides nutritional information about the product, explaining one or more elements of the nutrient table or benefits of any ingredient. It could address issues of public concern e.g. amount of fat, sugar or salt contained in the product.

Good to remember

This box provides tips, advice and information related to the consumption of the product in a balanced diet. This box may also provide healthy lifestyle tips to supplement a healthy diet.

Good to talk

Here, you can find our telephone numbers, addresses and website details for getting in touch with us with your concerns or questions.
Why is Nestlé the leader in NHW?

We founded the Nestlé Healthy Kids Global Programme to promote a healthy lifestyle amongst school age children.

Nestlé Healthy Kids Global Programme has been implemented in 3 Countries (Ghana, Nigeria and Cameroon) within CWAR and reached 73,722 Kids by the end 2013.

The initiative is set to be launched in 3 additional countries between 2014-2015.

We are committed to helping people make healthy lifestyle choices and giving families the help they need.

For Teachers:
Annual refresher courses organised on nutritional rules

For Kids:
Physical activity and role playing to learn basic nutritional rules

For Parents:
Awareness of Nutritional Health and Wellness and importance of physical activity

Did you know

Over 280 Partners are involved in 68 countries and more than 6.9 Million children reached by the end 2013.
We advise and educate healthcare professionals and the scientific community to promote good nutrition and healthy lifestyles.

The Nestlé Nutrition Institute (NNI) provides continuous access to the latest nutrition information to healthcare providers to empower them with knowledge, access and motivation necessary to promote good nutrition and healthy lifestyles throughout the lifecycle of the populations they are serving.

What is the Nestlé Nutrition Institute Africa (NNIA)?

The NNI Africa is part of the global structure of the Nestlé Nutrition Institute. It is a multidisciplinary, educational organisation dedicated to the science of nutrition for people of all ages on the African continent.

Since 2011, the Nestlé Nutrition Institute Africa’s CANUP programme has trained 325 health practitioners on paediatric nutrition.

The aims of NNIA

- To facilitate and foster the development, communication and application of sound nutrition research and understanding.
- To connect scientists with technology in an effort to expand the boundaries of nutrition research, understanding and application.
- To provide health care professionals with access to the most current and sound nutrition information, as well as tools they can utilise to guide them in making good nutrition choices.
- To help health care professionals obtain a practical and enjoyable approach to nutrition.
- To serve the health of communities through the sound application of nutrition practices.

Did you know?

- The NNI is the world’s largest publisher in Paediatric Nutrition
- The NNI offers grants to young clinicians and scientists globally
- Active in 102 countries, 29 Regional Hubs
- 200,000 members on NNI website

NNIA activities are part of Nestlé’s commitment to implement nutrition education programmes for healthcare professionals to promote good nutrition practices.
Did you know

No new Nestlé product is launched without a 60/40 win.

Why is Nestlé the leader in NHW?

We constantly improve our products to make them tastier and of better nutritional value

The 60+ programme has a dual objective: Nestlé products bring a nutritional 'Plus' while still winning at least 60% of consumers in a preference test against direct competitor products in a blind taste test.

Developed in 2004, this programme was – and still is today – unique in that it not only examines the nutritional profile of products, but also works at confirming that the nutritionally enhanced products always meet the consumers’ taste preference.

The preference tests are blind and conducted with large groups of consumers who are regular consumers from the product category.

Further tests are done on improved recipes until the product becomes a clear win for consumers.

Nestlé’s 60+ programme

- Drives innovation and renovation
- Focuses each year is on the best selling products to maximise impact on the quality of the diet of consumers

“We believe that our future lies in helping people to eat a healthier diet, whether the problem is deficiency in vitamins and minerals ...or obesity,” — Peter Brabeck-Letmathe
Why is Nestlé the leader in NHW?

We equip our employees with nutritional knowledge to enable them to make the right nutritional decisions for themselves and their families.

Nutrition is everybody’s business at Nestlé

Key to our success in being recognised as the leading Nutrition, Health and Wellness company is ensuring that Nestlé has an internal culture built upon continuous nutrition training.

The aim of NQ (Nutrition Quotient) Training programme is to ensure everyone at Nestlé has a good nutrition understanding and is empowered to apply NQ learnings in their professional activities and day-to-day lives.

More than 245,650 employees around the world have completed NQ training since the programme was launched in 2007.

In Central and West Africa, more than 2,800 employees have been trained on NQ Foundation Module

Key topics

• Functional benefits of foods and beverages
• Micronutrients
• Macronutrients
• Balanced diets
• Dietary needs over the life cycle

Did you know?

Nestlé has committed to train 100% of its employees on NQ by 2015.
Why is Nestlé the leader in NHW?

We offer our consumers tastier and healthier choices thanks to our Research and Development (R&D) capabilities and nutrition science in Central and West Africa and worldwide.

Innovation has been at the heart of Nestlé, the world’s leading nutrition, health and wellness company, since it was founded in 1867.

Behind every Nestlé food or beverage there is a team of scientists, engineers, nutritionists, designers, regulatory specialists and consumer care representatives dedicated to producing safe, high-quality and innovative products.

R&D Abidjan – Nestlé Research in Central & West Africa

Nestlé’s Research and Development Centre in Abidjan in Côte d’Ivoire, which opened in 2009, is the first of its kind on the continent.

It is part of the company’s network of 34 R&D facilities, including 31 R&D centres and Product Technology Centres and three Science and Research centres worldwide.

The centre supports local farmers and sustainable agricultural methods through science and technology by focusing on improving the quality of locally sourced raw materials including cocoa, coffee, cereals and cassava.

It is led by a highly qualified team of food scientists, technologists, agronomists, and sensory specialists who collaborate with Nestlé’s R&D global network to meet the unique business needs of the African market.

In 2013, six bio-fortified products (rice, wheat, maize, sweet potato, cassava and millet) were in development in our R&D centres.

Did you know?

Nestlé invested **1.65 billion USD** in research and development in 2013.
Why is Nestlé the leader in NHW?

We have established a rigorous methodology to analyse the nutritional value of our products called the 'Nestlé Nutritional Profiling System' based on recommendations issued by authorities such as the World Health Organization (WHO), the US Institute of Medicine, and other independent bodies.

Launched in 2004, the Nestlé Nutritional Profiling System works by profiling each individual food and beverage product that is measured against specific criteria.

It is regularly reviewed by nutrition experts and product specialists to combine the latest thinking and developments in Nutrition, Health and Wellness.

The Nestlé Nutritional Profiling System criteria cover nutritional factors such as sugar, fat, salt, calorie content, levels of protein, calcium, and fibre.

In 2013, Nestlé renovated 7789 foods and beverages to improve their nutritional profile. Of these products 4221 now contain less salt, sugars, trans fatty acids, total fat, calories or artificial colours and 4778 provide more essential nutrients, such as vitamins, functional components such as probiotics and prebiotics, which aid digestion, and vegetables.

Nutritional Foundation

If a food or beverage product meets all the criteria of the Nestlé Nutritional Profiling System, it attains the Nestlé Nutritional Foundation (NF) status – meaning that we consider it an appropriate choice for consumers as part of a balanced diet.

Ninety-five percent of Nestlé’s products sold in Central and West Africa were assessed by the end of 2013 (including NIDO, MILO, and our MAGGI bouillon range) and successfully met all NF criteria in providing nutritionally sound products, based on international public health recommendations such as the WHO and Institute of Medicine.

In Central and West Africa in 2013, we achieved a 2.69% reduction of salt in our culinary products (volumes) compared to 2012.
By investing in local sourcing, we ensure that we secure the best and highest quality raw materials to be used in the manufacturing of our products, adapted to the tastes of our local consumers.

In Nestlé Central and West Africa, we source the following raw materials locally:

- Grains (Maize, Sorghum, Millet, Soya, Rice)
- Cassava
- Coffee
- Cocoa

Every year, Nestlé works with 690,000 farmers worldwide to improve their farming techniques.

Through Nestlé’s Grain Quality Improvement Project in Nigeria and Ghana, 52,000 farmers have been trained since 2008.

In 2013, 500 cassava farmers received high yielding cassava stems for 1 hectare of production each.

Did you know?

Nestlé Central and West Africa spent around 170 million USD on locally sourced raw materials in 2013.
Why is Nestlé the leader in NHW?

We implement nutrition education programmes to promote good nutrition practices amongst our consumers.

Parents are often very busy, and it can sometimes be difficult for them to provide nutritious and tasty meals for their families. Whole grains and vegetables are important sources of beneficial nutrients like fibre, vitamins and minerals, and consumption surveys around the world indicate that current diets do not contain sufficient amounts. We are committed to help improve this and aim to help families enjoy delicious meals that are healthy and easy to make.

In Central and West Africa, Nestlé has gone on the road to provide nutrition expertise and healthy eating tips, reaching millions of consumers. MAGGI brand Cooking Caravans travelled through Cameroon, Côte d'Ivoire and Nigeria, providing information through nutritionists about balanced diets, micronutrient deficiencies and the importance of culinary hygiene, through interactive cooking demonstrations, women's forums, group discussions and presentations on micronutrient fortification.

Did you know

587,000 open market MAGGI® sellers and MAGGI® women's forum members benefitted from the MAGGI® Cooking Caravan in 2013
Why is Nestlé the leader in NHW?

We are committed to tackling undernutrition in developing countries, with a particular focus on micronutrient deficiencies in young children and women of childbearing age.

Micronutrients such as iron, vitamin A, iodine and zinc are necessary for growth and development. These essential nutrients are only needed in tiny amounts, but enable the body to produce enzymes, hormones and other substances vital for proper growth and development. However, over one-third of the world’s population obtains inadequate amounts from their diet, leading to serious health problems for individuals and tremendous productivity losses and health costs for developing countries. Nestlé is committed to addressing micronutrient deficiencies through fortification of foods and beverages, and measuring the impact through scientific research.

**Fortified Popularly Positioned Products**

To be effective, our fortified foods and beverages must appeal to the people who need them most. We produce a growing number of fortified Popularly Positioned Products – high-quality foods and beverages that provide nutritional value at a price that lower income consumers can afford, such as products used to prepare family meals, dairy products, powdered beverages or cereals for children.

In 2013, around 40 billion individual servings of our MAGGI® products were fortified with iron, each serving containing 15% of recommended daily iron intake. Every day in the Nestlé Central and West Africa region, 75 million units are consumed.

**Biofortification**

One way to increase the micronutrient content of our foods and beverages is to improve the quality of the raw materials we use. We are currently investigating new varieties of traditional crops that are naturally rich in micronutrients, and in developing countries we are promoting the planting and consumption of foods rich in vitamins and in minerals.