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PRESENTATION FOR:
ASTA
Regulatory Workshop

Date October 3, 2019

Presented by:
Lisa Patel, Executive Director of Global
Regulatory Affairs



Ingredient Disclosure Transparency: Balancing Requirements and Customer Expectations



Customer X, Y, and Z



Ingredient Disclosure Transparency: Balancing Requirements and Customer Expectations



Reasons for Disclosure

- Country Compliance
- Certification (Vegan, Halal, GMO,
- Claims (Free from, Natural)
- Labeling and Vignettes
- Transparency (Farm to Fork, Sustainability)
- Government Registrations

*Ingredient Disclosure Transparency: Balancing
Requirements and Customer Expectations*



WHY?

Ingredient Disclosure Transparency: Balancing Requirements and Customer Expectations



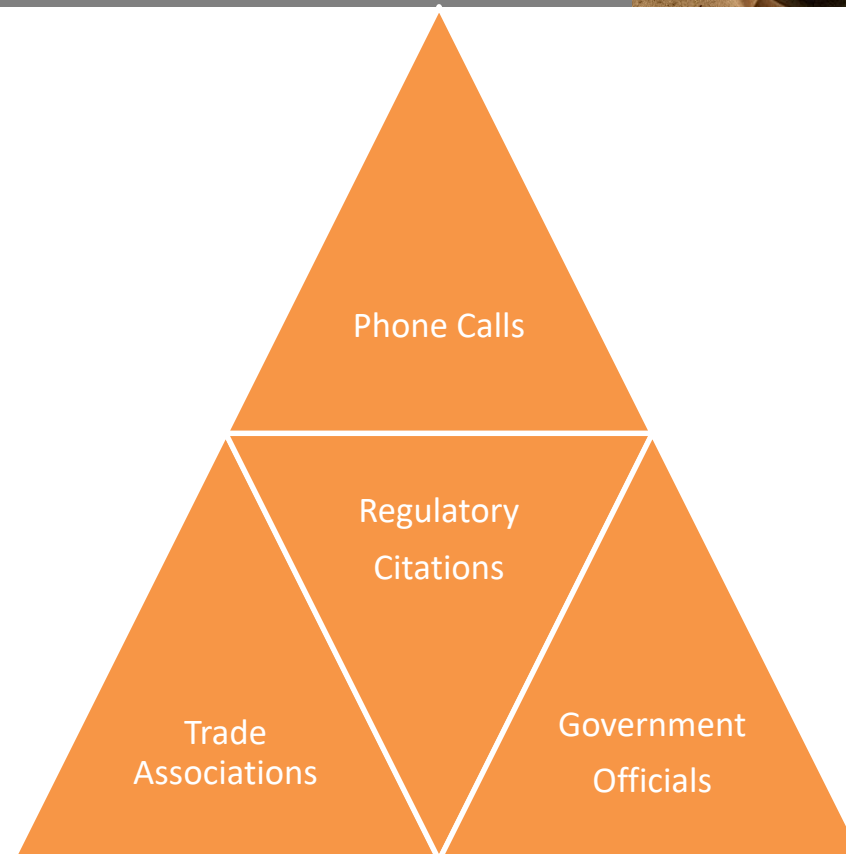
When the why is understood, we can help...

- ❖ Partial disclosure (i.e. primary spices)
- ❖ Non-disclosure agreements
- ❖ Certifications for supply chains (i.e. SEDEX)
- ❖ Quality programs in place
- ❖ Documentation on compliance

Ingredient Disclosure Transparency: Balancing Requirements and Customer Expectations



What Else?



Ingredient Disclosure Transparency: Balancing Requirements and Customer Expectations

Danielle Dalheim, RD
Sr. Manager Regulatory Affairs, PepsiCo

ASTA Regulatory Workshop Oct 3, 2019

About PepsiCo

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that each generates \$1 billion or more in estimated annual retail sales.

GLOBAL BEVERAGES



GLOBAL FOODS



PERFORMANCE



More than
\$64 billion
net revenue in
2018

BRANDS



22
billion-dollar
brands*

SCALE



More than **200**
countries
& territories

PEOPLE




More than
260,000
employees

*Based on 2018 estimated annual retail sales

Consumers want to know more about their foods and beverages

Top 10 Ingredient Related Consumer Inquiries 2019
Gluten
Vegan/Vegetarian
Animal Enzymes
Sugar
Peanuts/Tree Nuts
Glyphosate
Caffeine
GMO
Palm Oil
Sweeteners



NewsroomCareersContact usf@i+Twitter









BrandsAbout Frito LayNutrition FactsWhere to Buy

Dietary Needs & Preferences

At Frito-Lay, we offer a wide variety of delicious products that meet many dietary needs and preferences. If you're looking to include or avoid particular ingredients in your snacks, we're here to help.

Click on the icon related to your dietary preferences to view the corresponding Frito-Lay products

Looking for dietary lists for Frito-Lay Canada snacks? In [English](#) or [French](#)

 Gluten Free	 Organic	 No Pork Enzymes	 Contains Egg
 Nut Allergens	 Gluten & Dairy Free	 Kosher	 Dairy Free

> 85000 clicks in 2018

Today's environment is requiring manufacturers to collect more data than ever before



FDA Bans Seven Artificial Food Flavorings



NEW REGULATIONS




NEW CLAIMS



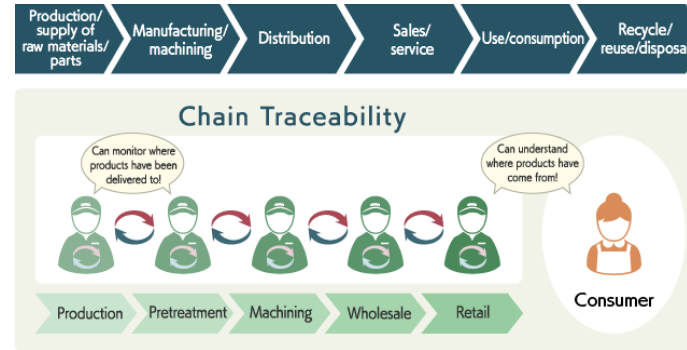
NEW MARKETS

Manufacturers are also being held accountable for their entire supply chain in the eyes of the public



PRIORITY	OUR GOAL	TARGET METRICS
 NEXT GENERATION AGRICULTURE	Advance environmental, social and economic benefits to communities around the world by supporting practices and technologies that promote improved farmer livelihoods and agricultural resiliency.	<ul style="list-style-type: none">▶ Achieve 100% sustainably sourced* potato, whole corn, oats, oranges, palm oil and sugar cane by 2020▶ Achieve sustainably sourced priority raw materials based on business needs by 2025

Customer Requirements and Digitization



Balancing Transparency and Intellectual Property



Corn, Vegetable Oil (Corn, Canola, And/or Sunflower Oil), Maltodextrin (Made From Corn), Salt, Cheddar Cheese (Milk, Cheese Cultures, Salt, Enzymes), Whey, Monosodium Glutamate, Buttermilk, Romano Cheese (Part-skim Cow's Milk, Cheese Cultures, Salt, Enzymes), Whey Protein Concentrate, Onion Powder, Corn Flour, Natural And Artificial Flavor, Dextrose, Tomato Powder, Lactose, Spices, Artificial Color (Yellow 6, Yellow 5, And Red 40), Lactic Acid, Citric Acid, Sugar, Garlic Powder, Skim Milk, Red And Green Bell Pepper Powder, Disodium Inosinate, And Disodium Guanylate.

CONTAINS MILK INGREDIENTS.

Ingredient Disclosure Transparency

Balancing Requirements
and
Customer Expectations



Tamika D. Sims, PhD
International Food Information Council Foundation



Connecting

POINT

A



to

POINT

EAT





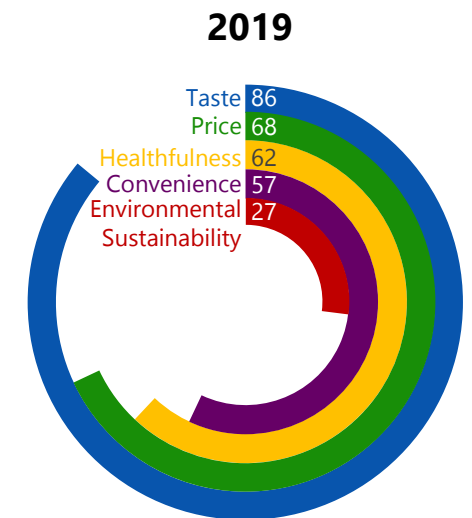
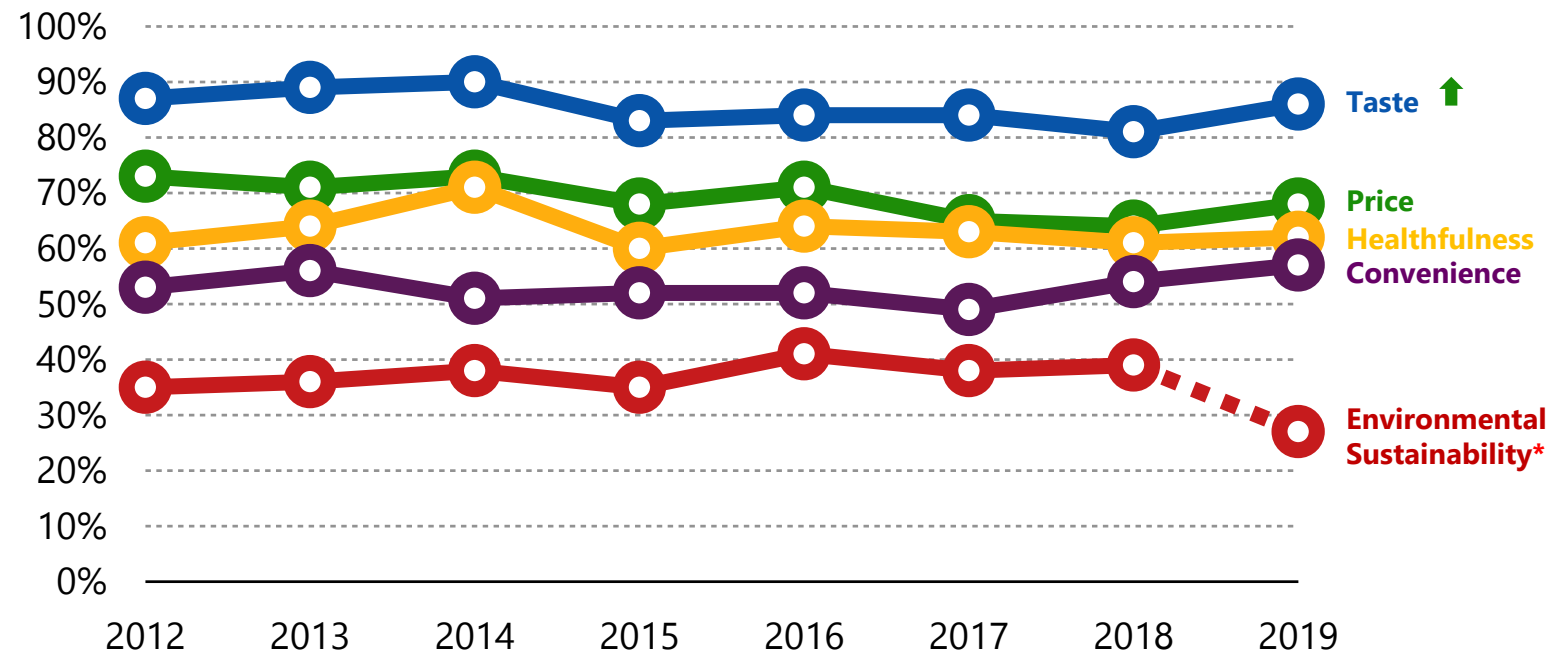
We Asked, They Answered

2019 Food and Health Consumer Survey Data

Taste and Price Remain Top Drivers

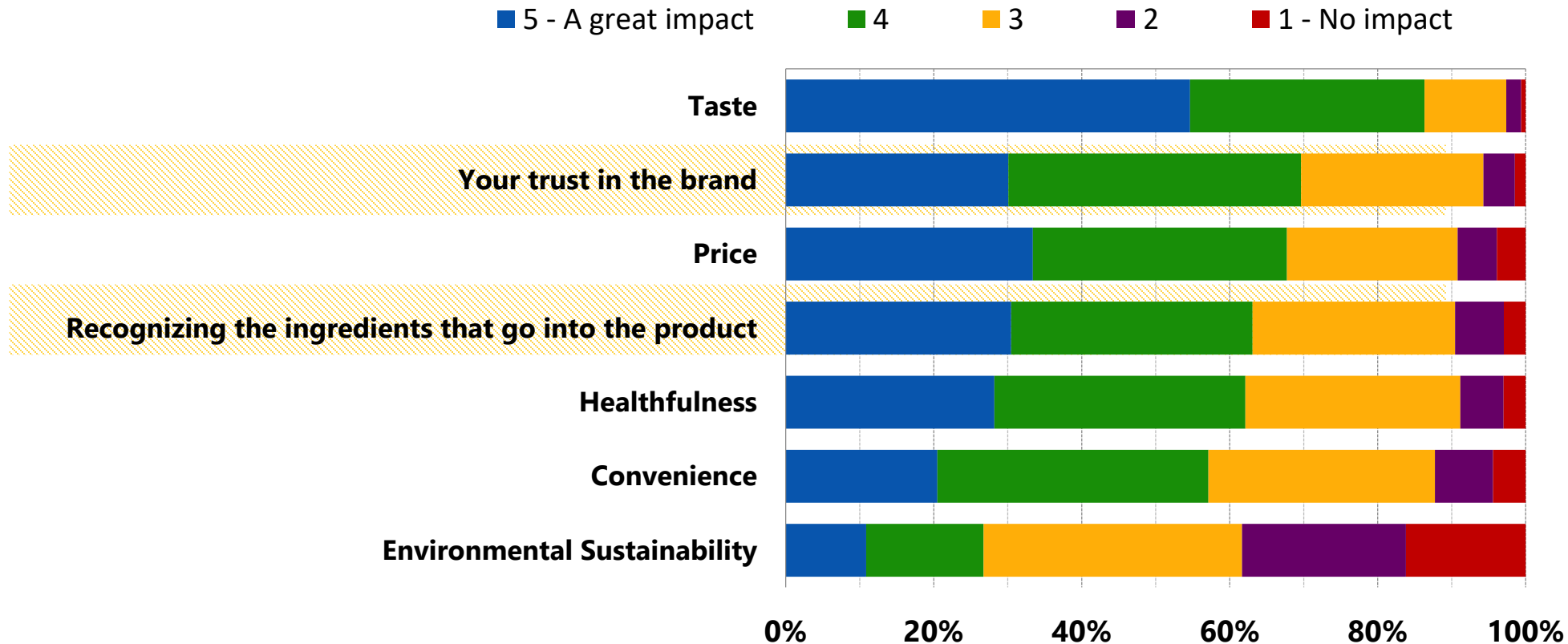
Taste is more important to older consumers while price is more important to younger ones; the importance of taste has increased since 2018

Purchase Drivers Over Time
(% 4-5 Impact out of 5)



Brand Trust and Ingredients are Impactful

Additional Factors Impact Purchase Choice



If Two Products Have the Same Nutrition Facts Panel, Which is Healthier?

Nutrition Facts	
Serving Size 1 container (200g)	
Amount Per Serving	170
Calories	15
Calories from Fat	2%
	% Daily Value*
Total Fat 1.5g	5%
Saturated Fat 1g	
Trans Fat 0g	3%
Cholesterol 10mg	4%
Sodium 85mg	6%
Potassium 260mg	11%
Total Carbohydrate 33g	0%
Dietary Fiber 0g	
Sugars 10g	
Protein 5g	15%
Vitamin A	0%
Vitamin C	20%
Calcium	0%
Iron	20%
Vitamin D	
* Percent Daily Values are based on a 2,000 calorie diet.	

■ Highly likely that Product A healthier

■ Somewhat likely that Product A healthier

■ Highly likely that Product B healthier

■ Somewhat likely that Product B healthier

Product A is a fresh product and Product B is frozen

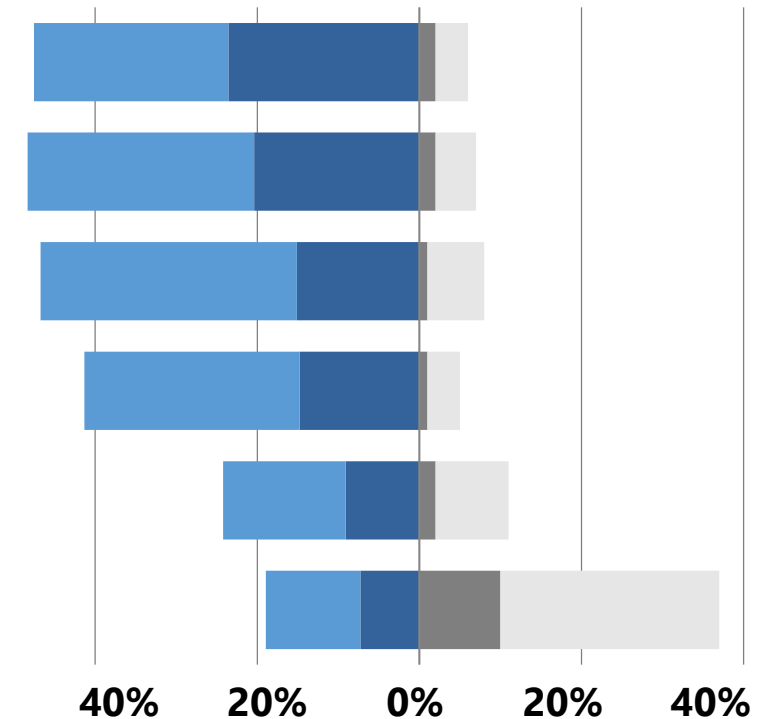
Product A is described as “all natural” on the label and Product B is not

Product A has ingredients that you are familiar with and Product B includes ingredients that are less familiar

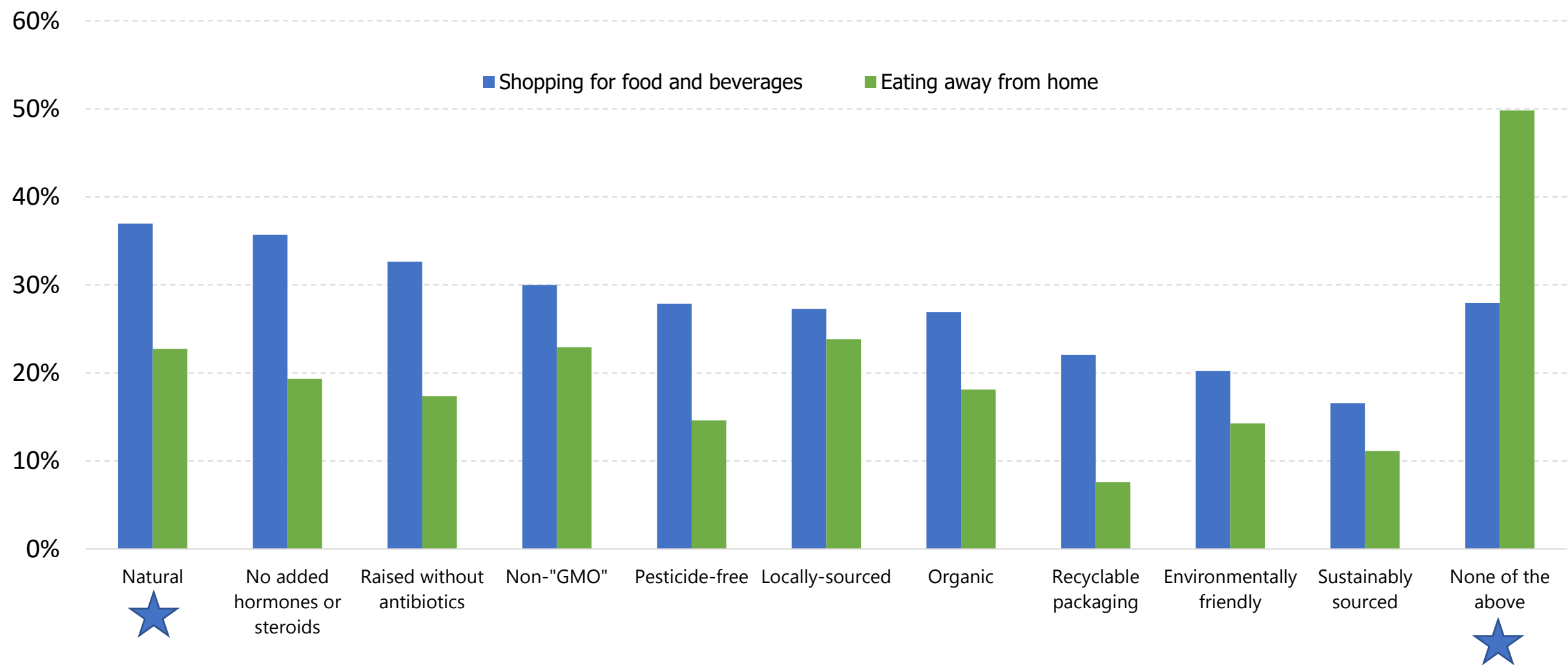
Product A is produced in a more environmentally sustainable way than Product B

Product A is produced using newer technology than Product B

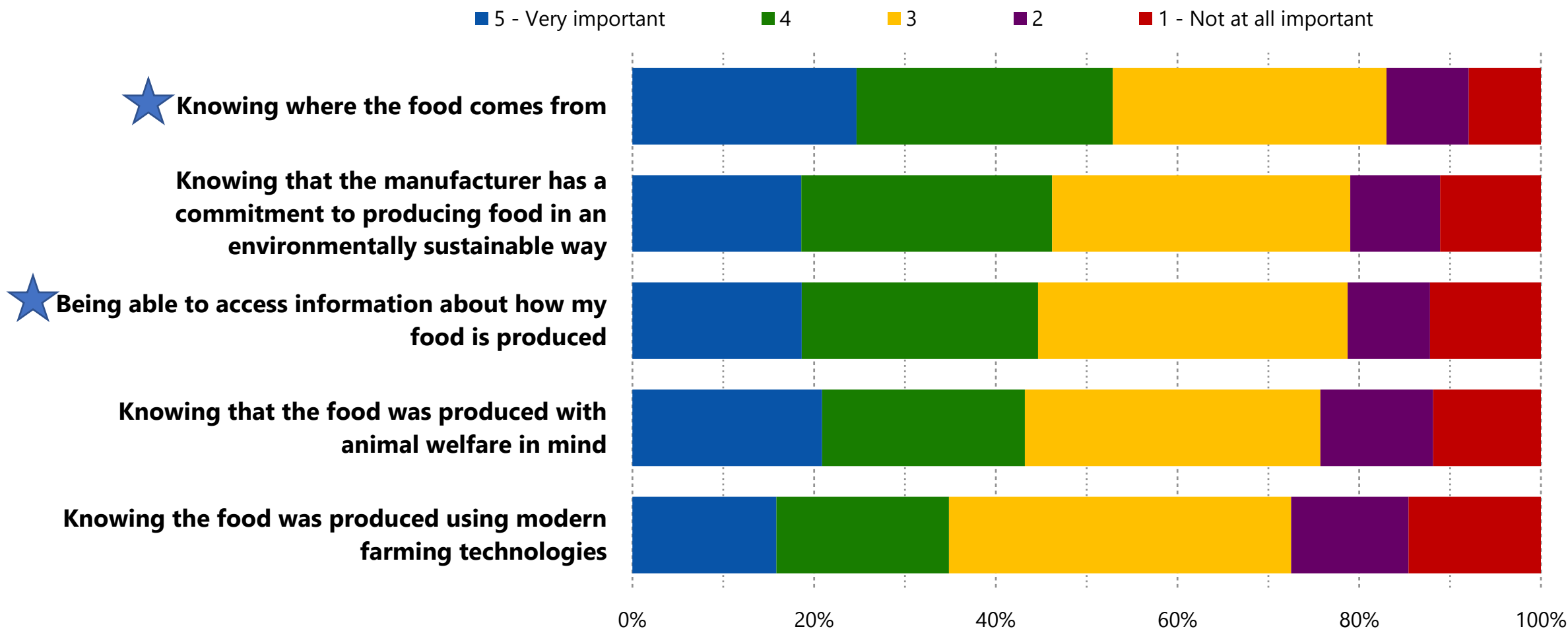
Product A is a bioengineered (BE) food and Product B is not bioengineered



Natural, No Added Hormones Labels Sought After

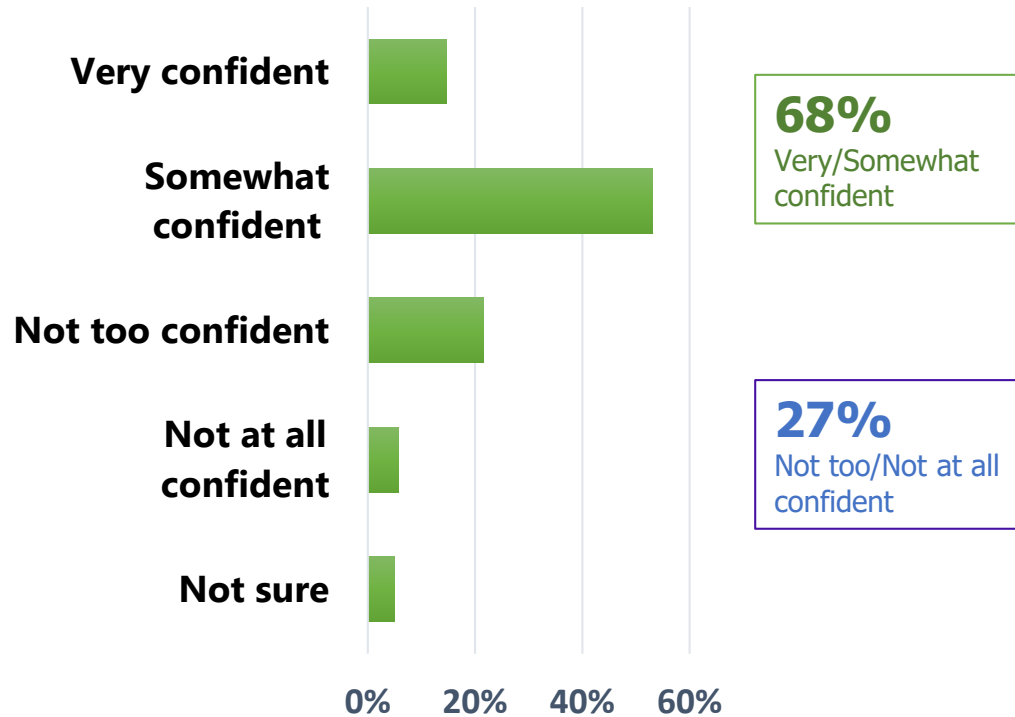


Knowing Where Food Comes From is Important

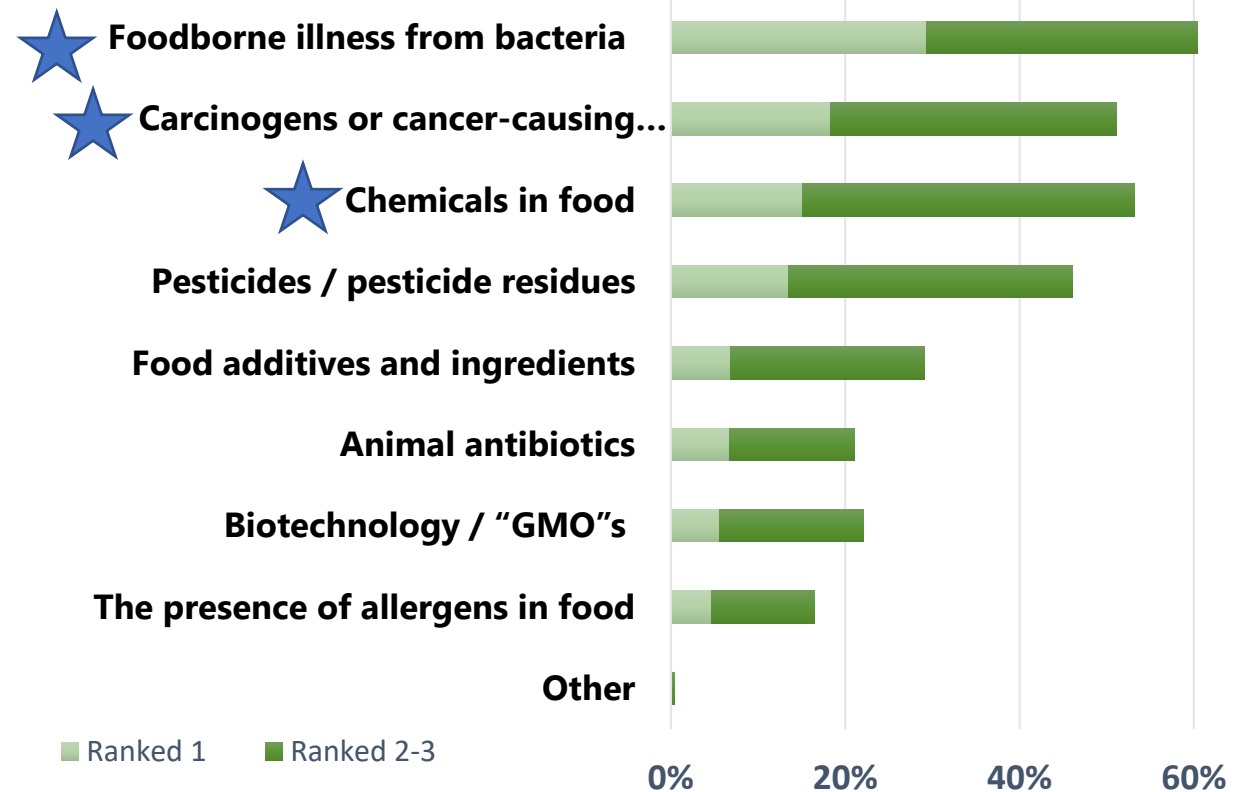


Almost 7 in 10 Have Confidence in Food Supply

Confidence in U.S. Food Supply

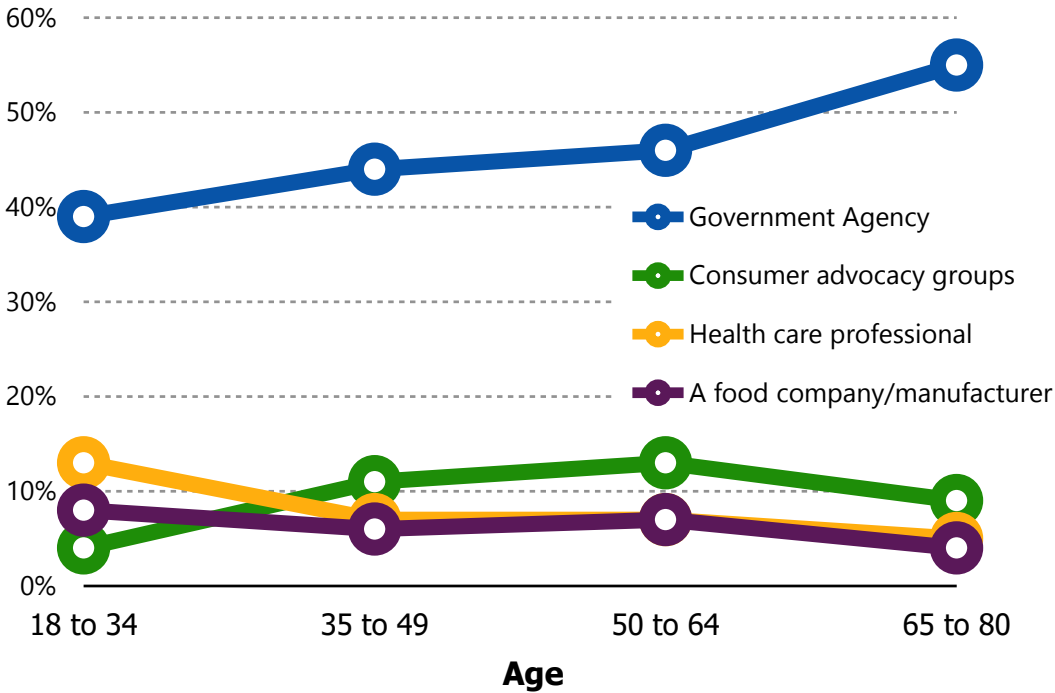
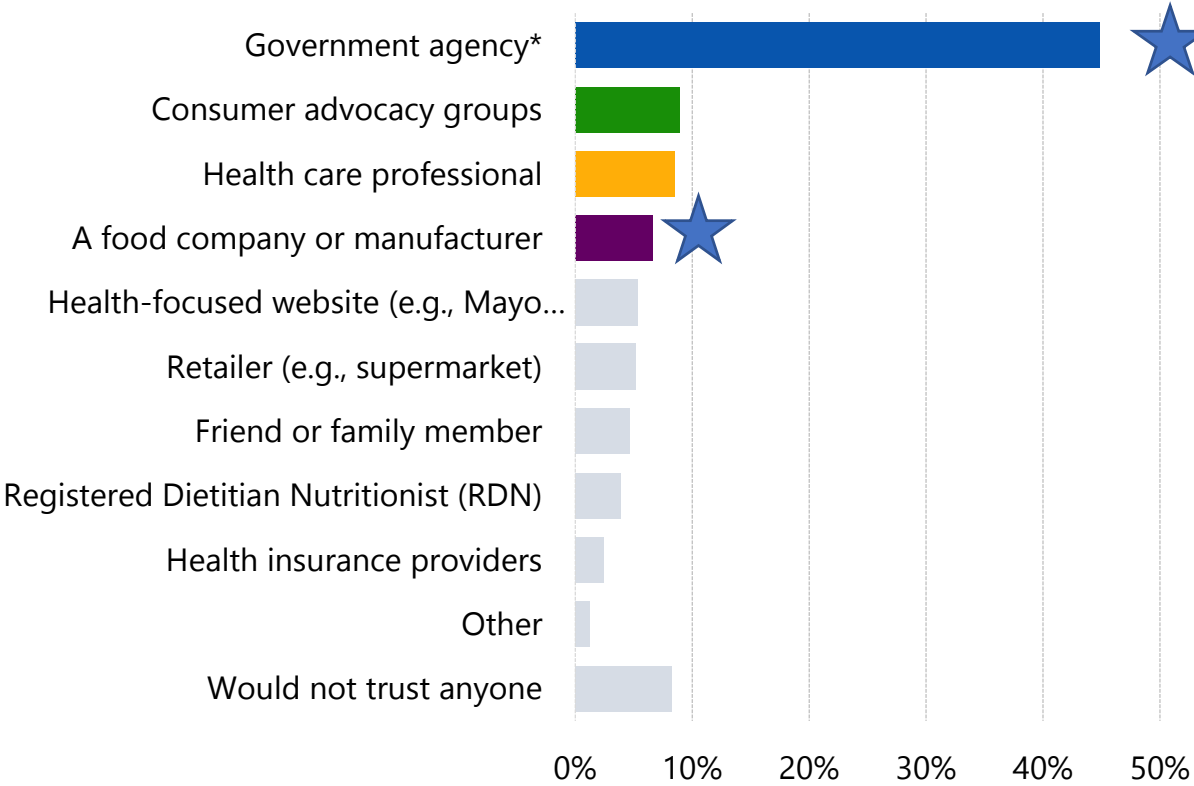


Most Important Food Safety Issues Today



Gov't Agencies Are Top Info Source for Recalls

Top Source of Information in the Event of a Recall





Thank You

www.foodinsight.org

