

# FDF Action on Fibre






## Ryvita

### Commitment:

As an active Food and Drink Federation (FDF) member, Ryvita continues to support Action on Fibre by protecting and growing high fibre choices, improving pack communication and sharing learning across the sector to help close the UK fibre gap.

### Ryvita pledges:

-  To launch new products that are high in fibre
-  To communicate high fibre on pack so consumers can easily navigate high fibre products.
-  To communicate the value of a high fibre diet & how to help consumers to meet their targets through marketing communications.