

# FDF Action on Fibre



## Schär

### **Commitment:**

At Schär, the health, nutrition and wellbeing of our consumers is pivotal to our business. We produce products for people who avoid gluten, a population whose nutritional health may be of concern and in whom optimising gut health is essential. In recognition of the vital role that dietary fibre plays in supporting health and preventing disease in the whole population, alongside the chasm that exists between current population fibre intakes and those that are recommended, our pledges will be all-encompassing and span product development, marketing and work place health. The fibre content of our best-selling loaves will be increased and their fibre credentials will be a focus of consumer marketing communications. We will support national health and nutrition events with consumer information and educational assets to inform and support the public to increase their fibre intake. With the support of our company dietitians, we will initiate an internal work-place nutrition education programme, supporting colleagues to make a positive difference to their health by increasing fibre intake.

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## Schär Pledges:

-  To bring new products and innovations to the market that contain more fibre
-  With the support of local marketing, agencies and company dietitians, we pledge to develop fibre-related assets & content for our website, newsletters and social media channels during 'Food & Nutrition Week' and Fibre February. This content will promote the importance of fibre and practical methods for increasing fibre intake and will take the form of fibre-enriched recipes and infographics.
-  We further pledge to develop healthcare professional (HCP)-directed communications to complement our fibre commitment pledges during fibre February or sooner. This will take the form of a medical press article and dedicated HCP newsletter to report on the fibre content of GF, Schär's quality commitment and the FDF fibre commitment.
-  In line with our recently published Schär Quality Commitment, we pledge to maximise the fibre content of new products at concept and development stage, and where possible, increase the fibre content of existing products at each reformulation opportunity. All multigrain and healthy positioning



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products, across all categories will contain a minimum 6g fibre/ 100g, and will therefore bare the front-of-pack claim 'high in fibre'.



In collaboration with our company dietitians and human resources team, we pledge to initiate a work-place nutrition awareness event centred on the importance of fibre. During this event, we will provide all Dr Schar-UK employees with fibre-related information packs and fibre-boosting hampers. Volunteer employees will be selected to make individual fibre pledges to improve the fibre content of their own diets, and results reported on internally to motivate other colleagues.