

FDF Action on Fibre






Daymer Ingredients Limited

Commitment:

As a responsible supplier of food ingredients, we understand and commit to our role in providing fibre solutions to food manufacturers. We pledge to highlight and promote our fibre options throughout our customer activities with a clear focus on product enhancement and nutritional gains for consumers.

Daymer Ingredients Limited pledges:

-  To facilitate and motivate our customers to reformulate, develop and introduce new, higher fibre products by advocating and promoting the use of fibre. A key aspect to this pledge will be incorporating increased fibre content within our concept recipes (where possible). We will encourage customers upon uptake of these concept recipes to highlight the higher fibre content, and benefits of, on product labelling.
-  To utilise our marketing efforts to highlight and spread awareness of the benefits of high fibre options.
-  Ensure that staff remain aware of the nutritional benefit of a higher fibre diet, through sharing educational information highlighting and reinforcing all benefits. Conversation between team members around this topic will be encouraged.