

FDF Action on Fibre



Jordans Dorset Ryvita

Commitment:

We believe in the critical importance of fibre in the diet and recognise that consumers are not getting enough on a daily basis. For the last 3 years as a business we have pushed our fibre fit programme encouraging consumers to get fibre fit. Moving forwards, we pledge to continue our journey to communicate that high fibre diets are extremely important through marketing comms, on pack comms and through the development of more high fibre NPD.

Jordans Dorset Ryvita Pledges to:

-  Launch new products that are high in fibre
-  Communicate where our products are high in fibre so consumers can find these and we pledge to work with retailers to develop high fibre promotions and displays.
-  Ensure that in 2022/23 all our existing products and new products that are a high in or source of fibre will have a front of pack label or clear back of pack label
-  Use on pack and website/marketing comms recipe suggestions to encourage consumers towards a higher fibre ingredients.



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-  Support events to promote higher fibre diets, including collaborating on in-store for our consumers in 2022
-  Incorporate messaging on the importance of a high fibre diet as part of our ongoing health engagement with employees.