

Bel Group

Headquarter: France.

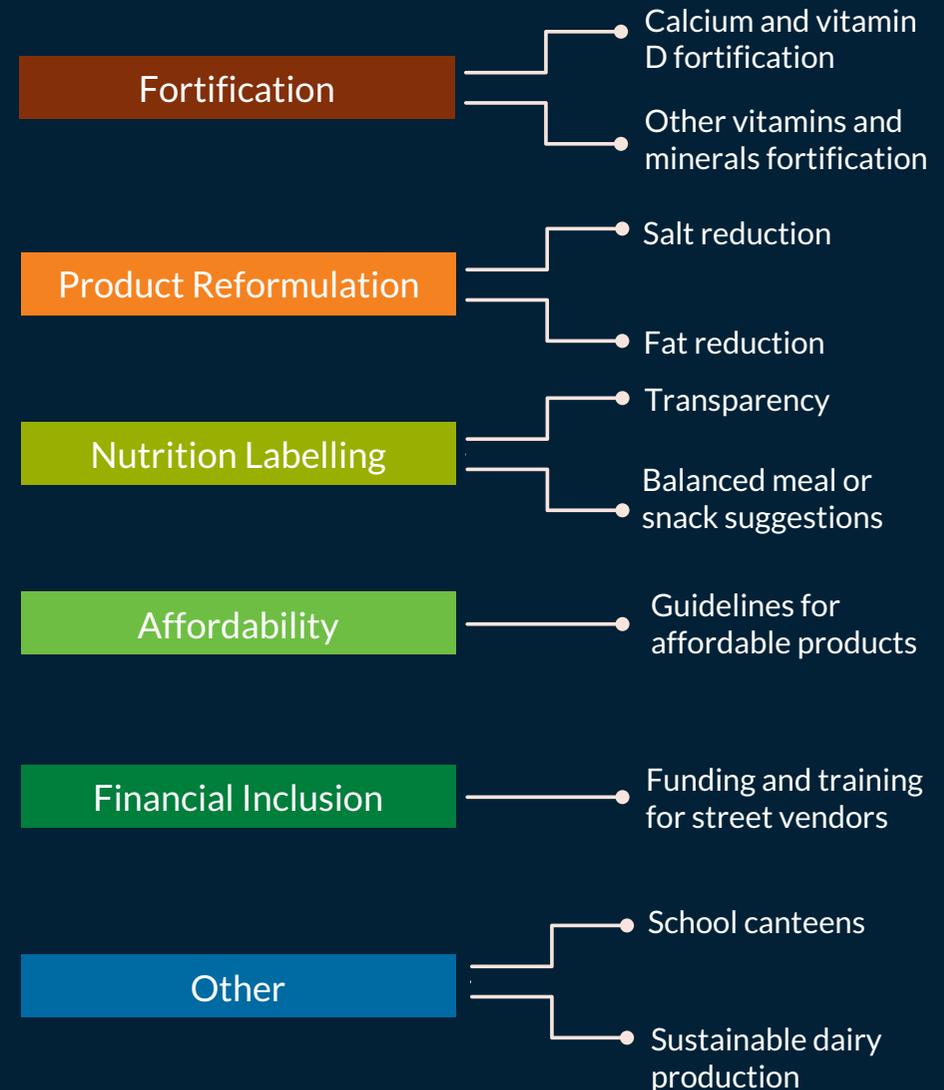
Number of employees: 12 700 employees in more than 30 countries.

Revenue: approx. \$4 billion (2018).

Products: cheese and other dairy products.



Potential Technical Assistance offer for national SBN Members



Areas of technical expertise for potential technical assistance transfer

Fortification

Calcium and vitamin D fortification - Bel adjusts the calcium and vitamin D content per portion of its products when it is too low and there are proven cases of deficiency in the local population.

Other vitamins and minerals fortification - Bel enriches its portions when deficiencies have been identified in certain nutrients (e.g. The Laughing Cow was fortified with iron in Morocco, Algeria or sub-Saharan Africa).

Product Reformulation

Salt reduction - Bel improves the nutritional quality of its recipes, for example by decreasing the proportion of salt, as long as food safety or the taste/texture is not hindered.

Fat reduction - Bel improves the nutritional quality of its recipes, for example by decreasing the proportion of fat while ensuring that its products keep the same taste/texture.

Nutrition labelling

Transparency - Bel provides transparent information by labelling nutritional values and sharing ingredients on its products (retail or online sales) even when the local regulation does not require it.

Balanced meal or snack suggestions - The Group also promotes good eating behaviours with suggestion of balanced recipes or meals, in line with local habits.

Affordability

Guidelines for affordable products - In line with its mission to make healthier and responsible food accessible to most consumers, Bel has established specific guidelines for affordable products, targeting consumers with lower purchasing power. For instance the Group provides fortified recipes in iron, zinc, vitamin A or iodine to support consumers in reaching their nutritional needs of consumers - for instance in Sub-Saharan Africa - at lower cost.

Financial Inclusion

Funding and training for street vendors - Bel has launched in 2013, a specific program, called Sharing Cities, aimed at using existing street vendor distribution networks in several major cities in emerging countries where Bel is present. The objective is to increase distribution channels of Bel products while offering better social protection to street vendors.

Other

School canteens - The Bel Corporate Foundation supports school canteens all over the world. The Bel Foundation provides financial support to associative projects implementing actions addressing local issues.

Sustainable dairy production - Bel collects nearly 2 billion litres of milk each year from 2,500 dairy-producer partners. In 2018 Bel defined a Global sustainable upstream dairy charter - co-developed with WWF France - with 2025 targets on economic, social and environmental aspects.