

# FDF Action on Fibre








## Jordans Dorset Ryvita

### Commitment:

We will 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
-  To communicate high fibre on front/back of packs so consumers can easily find high fibre products.
-  To label high fibre on front/back of our packs
-  Through our on pack recipe suggestions and our website/marketing comms we will use ingredients which are high in fibre
-  Our health team will communicate to employees which foods are high in fibre as part of our ongoing health engagements