



Better Business Bureau® Advertisers for Healthy Children Children's Food and Beverage Advertising Initiative

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Editor's Note

Since last fall the CFBAI has been busy, looking back at the prior year and reporting on compliance, and looking ahead to the future through a Nutrition Science Review.

In December 2010, CFBAI published its 2009 Compliance and Progress Report, which reported on the participants' excellent pledge compliance as well as the steady improvement in the nutrition profile of foods participants advertise to children. The report is available at <http://www.bbb.org/us/children-food-beverage-advertising-initiative/>.

In February 2011, the Initiative held a Nutrition Science Review and heard from experts on recent nutrition-related developments, including the Dietary Guidelines for Americans 2010, which were issued just days before the event. As part of the NSR participants also met separately to consider the implications of those developments for CFBAI pledges.

CFBAI recently updated the summary of participants' nutrition standards and the list of participant products that meet those standards ("approved" list).

To learn more about the program and its 17 participants, please visit us at <http://www.bbb.org/us/children-food-beverage-advertising-initiative/>.

Elaine D. Kolish, Editor

Initiative News

CFBAI Hosted Nutrition Science Review Conference

The CFBAI held a Nutrition Science Review (NSR) on Feb. 2-3, 2011 in Arlington Virginia to review recent nutrition and dietary developments and guidance. The purpose was to consider the implications of any changes for the participants' nutrition standards, in keeping with CFBAI's requirement that such standards be consistent with established government and scientific principles.

On the first day, CFBAI participants were joined by guests from the Canadian and European pledge programs and representatives from trade associations in the food sector. Leading government and academic experts made presentations on the 2010 Dietary Guidelines for Americans, the Interagency Working Group's "Tentative Proposed Nutrition Standards for Advertising to Children," the Institute of Medicine's report on Front-of-Package Nutrition Rating Systems and Symbols, and the USDA's new proposed regulations for school meals. On the second day, CFBAI participants

Participant News

General Mills and Post Foods Announce Sugar Reductions

General Mills announced in December that, starting in January, all cereals advertised to children would contain no more than 10 grams of sugar per serving (some already were at this level). In 2009 the company committed to reducing the sugar content of cereals advertised to children under 12 to single digits and the December 2010 announcement was another step towards achieving that goal.

In December, Post Foods also announced that, beginning in January 2011, its Fruity and Cocoa Pebbles cereals would have a lower sugar content of 9 grams per serving, down from 11 grams.

Pledge Updates

Campbell Soup Company

Campbell's added four new [Pepperidge Farm Goldfish](#) cracker flavors to its product list. More than 50% of the grains are whole grains in three products.

Post Foods

Post Foods has amended its [pledge](#) to reduce its added sugars limit for cereals to 11 grams from 12 grams per serving. Post also updated its pledge with nutrition standards for a cereal bar category. The standards place limits on calories, fat, sat fat, trans fat, sodium and sugars, and require that the products provide either $\geq 10\%$ of the Daily Value (DV) for fiber, 8 grams whole grains, or $\geq 10\%$ of the DV of six essential nutrients. Two cereal bars meeting these criteria were added to its approved product list.

EVENTS

Elaine Kolish, CFBAI Vice-President and Director, is participating in a panel on March 31 on "Preparing for and Responding to Renewed Government Interest in Food Marketing to Children," at an American Conference Institute legal summit on Food and Beverage Marketing in Washington, DC.

Kolish attended a March 9-10 meeting of the StanMark Project, organized by the International Association for the Study of Obesity, in Brussels, Belgium. The subject of the meeting was "Transatlantic Action to Regulate Food Marketing to Children."

On January 13, 2011, Kolish addressed a meeting of the IOM Committee on Accelerating Progress in Obesity Prevention in Irvine, CA. She spoke about how self-regulation is meeting the IOM recommendations contained in the 2006 report: "Food Marketing to Children and Youth: Threat or Opportunity?" Her presentation can

met privately to consider the information presented the previous day.

Landscape of Kids' Websites Continues to Change

Although recent reports indicate that television continues to be the medium most frequently used by children, the CFBAI requires that child-directed advertising in other media, including company-owned websites, also be limited to healthier foods. In 2008, there were about 40 company-owned, child-directed sites collectively for the 11 companies that had implemented their CFBAI Internet/advergame commitments. In 2009, there were about 45 company-owned, child-directed sites, on which 16 companies had implemented their pledge commitments. In 2010-2011 CFBAI participants have made a number of changes, including the following:

- Dannon/danoninos.com no longer directed to kids (2011)
- General Mills/millsberry.com and others no longer active (2011)
- Kraft/Kool-aid.com no longer directed to kids (2010)
- Kelloggs/Poptarts.com kids' site deactivated (no longer kid-directed) (2011)
- Kelloggs/Kelloggsyogos.com redirects to adult-targeted page (2010)
- McDonalds/minisizefun.com inactive (2010)
- Nestlé/Kids.icecream.com redirects to adult-targeted page (2011)
- PepsiCo/capncrunch.com no longer directed to kids (2010)

Updated CFBAI Nutrition Chart and Approved Product List

CFBAI has updated the [summary](#) of participant's approved nutrition criteria. Changes include the addition of nutrition criteria for the newest participant, Sara Lee; PepsiCo's new global nutrition standards for marketing to children; and Post Foods' amended pledge, which makes its sugar standard for cereals even more rigorous.

CFBAI also has updated the list of [approved products](#) that participants may advertise to children under 12. Key changes to the approved product list are noted in the Pledge Updates below.

PepsiCo Adopts Global Nutrition Standards for Marketing to Children

PepsiCo adopted new [Global Nutrition Criteria for Advertising to Children](#), effective January 1, 2011. The criteria limit total fat, sat fat, trans fat, cholesterol, sodium, and added sugars, and include requirements for food groups to encourage or nutrients to encourage.



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be viewed at

<http://www.iom.edu/Activities/Nutrition/ObesityPrevProgress/2011-JAN-13.aspx>.

Feedback

The CFBAI welcomes questions or comments about the Initiative. Inquiries can be sent to kidsinitiative@council.bbb.org.

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