



Better Business Bureau®

# Advertisers for Healthy Children

Children's Food and Beverage Advertising Initiative

September 2009

VOLUME 1 ISSUE 3

## Editor's Note

This is the third issue of our series of occasional newsletters about developments in BBB's Children's Food and Beverage Advertising Initiative (CFBAI). To reflect changes that have occurred since our May issue, we have updated the list of products that participants may feature in advertising primarily directed to children under 12, and the chart of the nutrition criteria that determine what products may be featured in such advertising.

For more information about the CFBAI and the 15 leading companies that are participating in the Initiative, please visit us at <http://www.bbb.org/us/children-food-beverage-advertising-initiative/>.

Elaine D. Kolish, Editor

## Pledge Updates: June 2009 to August 2009

### Burger King Corp.

[Burger King Corp.](#) strengthened its pledge in August 2009 by committing to advertise only pledge-approved Kids Meals or an individual side dish or beverage item that is part of the approved Kids Meals through "In-Restaurant Merchandising" primarily directed to children under 12. "In-Restaurant Merchandising" means commercial messages at BKC restaurants that are printed on merchandising elements such as door decals, under counter banners, Kids Meals bags and Kids crowns and that are primarily directed to children under 12.

### ConAgra Foods, Inc.

[ConAgra Foods](#) informed the CFBAI by letter dated August 21, 2009 that the company would no longer include "healthy lifestyle messaging" as an option to comply with the program's Core Principles. Although the company never used this option, it had previously retained the right to do so to meet its commitment that 100% of its advertising to children under 12 would meet its nutritional guidelines or promote healthy lifestyle choices. ConAgra Foods also completed full implementation of its pledge in June 2009 when the company's Advertising, Licensed Character and Interactive Games pledge commitments went into effect for its Chef Boyardee brand, as scheduled in its original January 2008 pledge. The company also has removed the pudding category from its nutrition table and product list because it no longer advertises its Hunt's Snack Pack Pudding to children under 12.

### General Mills Inc.

[General Mills](#) added two additional cereals (Cookie Crisp® Sprinkles and Frosted Cheerios) to its list of pledge-approved products. Both cereals meet General Mills' "Healthy Dietary Choice" standard and, with 10 grams of sugar, are under the 12 gram limit imposed by its sugar guideline.

## Participant News

### Campbell Soup Company

In August 2009, Campbell announced a significant sodium reduction in its popular Tomato Soup variety, to 480 mg from 710 mg, a 32% reduction. The soup already qualified as a pledge-approved product based on its nutrient content (it contains a full serving of vegetables and 10 percent of the DV of Vitamin C). Following this product reformulation, 12 of the 13 soups that Campbell may advertise to children under 12 contain 480 mg or less of sodium, a standard that meets the FDA's sodium criterion for use of the claim "healthy" in individual foods. For more information on this sodium reduction see

<http://investor.shareholder.com/campbell/releases.cfm>.

### Kellogg Company

Kellogg announced that nearly 80 percent of its U.S. ready-to-eat cereals will be at least a good or excellent source of fiber by the end of 2010. Some of Kellogg's children's cereals have already been reformulated and will start appearing in U.S. stores in August 2009. For more information on Kellogg's reformulation plans see

[http://kelloggnutrition.com/files/US\\_Fiber\\_Press\\_Release.pdf](http://kelloggnutrition.com/files/US_Fiber_Press_Release.pdf).

## EVENTS

### Canadian Children's Food and Beverage Advertising Initiative Releases First Annual Report

In its first annual compliance report, issued in July 2009 and covering 2008, [Advertising Standards Canada](#) (ASC) concluded that all of the Canadian Children's Food and Beverage Advertising Initiative (CAI) participants fulfilled their pledge commitments. The Canadian program is modeled on the CFBAI. Of the 16 participating companies, eight did not direct any advertising to children under 12. The remaining eight exceeded the CAI's baseline requirement by committing that 100% of their advertising directed to children under 12 would be for products that met the CAI's nutrition standards, rather than the minimum 50% required for participation. In addition, all advertised products met at least two of the CAI's nutrition standards, although the CAI requires only that products meet at least one standard.

## Kraft Foods Global, Inc.

CFBAI approved [Kraft Foods'](#) amended pledge, allowing it to transition from its own *Sensible Solution* nutrition criteria to the *Smart Choices Program* industry-wide nutrition criteria as the company's standard to determine which products may be in advertising primarily directed to children under 12. There will be a transition period of three years during which Kraft Foods may advertise both *Sensible Solution* and *Smart Choices Program* products under its pledge. At the end of this transition period, Kraft Foods will advertise only *Smart Choices Program* products to children. Kraft Foods also added products that meet *Smart Choices Program* nutrition criteria to its list of pledge-approved products, including several snack food items and two Lunchables products.

The *Smart Choices Program* is a voluntary, front-of-pack nutrition labeling program based on the Dietary Guidelines for Americans and developed by scientists, academicians, health and nutrition organizations, and food and beverage manufacturers and retailers. To qualify for the *Smart Choices Program* symbol, a product must meet the nutrition criteria for one of the 19 product categories covered by the program. For more information on the *Smart Choices Program* see <http://www.smartchoicesprogram.com>.



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## Annual CARU Conference on October 7, 2009

BBB's [Children's Advertising Review Unit](#) (CARU) will host its annual conference on October 7, 2009 in New York City. "Advertising to Kids 2.0" will consider issues presently facing the children's advertising industry, with a focus on how the digital age has changed the way companies market their products to children. Panelists will examine and demonstrate the practical application of governing standards and industry guidelines to these new emerging media platforms. CFBAI Director Elaine Kolish will participate in the panel "A Branded Apple a Day Still Keeps the Doctor Away: How Food Marketers are Using Advertising and Branding to Promote Healthy Food and Lifestyle Choices to Kids." The conference will provide attendees with the opportunity to be on the forefront of the latest regulatory developments, including an update on U.S. self-regulatory food initiatives, and the EU Privacy Directives. For more information or to register see <http://www.narcpartners.org/events/conference/event2.aspx>.

## CFBAI Vice President to Participate in the Rudd Center's 2009 Fall Seminar Series

Elaine Kolish, Vice President and Director of the CFBAI, will participate in the Rudd Center's panel "The Changing Face of Food Advertising to Children in North America" on October 14, 2009. Linda Nagel, President and CEO of Advertising Standards Canada, also will take part in the panel, which is part of the Center's 2009 fall seminar series. For more information about the Rudd Center's seminar series see <http://www.yaleruddcenter.org/news.aspx?id=36>.

### Feedback

The CFBAI welcomes questions or comments about the Initiative. Inquiries can be sent to [kidsinitiative@council.bbb.org](mailto:kidsinitiative@council.bbb.org).

### ARCHIVE

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