



Better Business Bureau®

Advertisers for Healthy Children

Children's Food and Beverage Advertising Initiative

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Editor's Notes

The end of 2009 was an active time for the Initiative, which announced changes to the Program's Core Principles at the December 2009 FTC Forum, "Sizing up Food Marketing and Childhood Obesity." As discussed below, the new Enhanced Core Principles, effective January 1, 2010, require participants to commit that 100 percent of their advertising primarily directed to children under 12 will be for healthier dietary choices or better-for-you products. The Core Principles also were expanded to cover child-directed advertising in additional venues.

Other key CFBAI-related events during November 2009-January 2010 included:

- Filing "Paperwork Reduction Act" comments with the FTC on "Food Industry Marketing to Children and Adolescents" (Nov. 2009). Our comment urged the FTC to collect data that would allow it to identify progress within product categories
- Participating in the Children Now Conference (Dec. 14, 2009). The Director presented remarks that explained the Program's goals and the positive changes in the nutritional profile of foods that have occurred because of self-regulation.
- Issuing a response to CSPI's letter on CFBAI's Elementary School Principles (Dec. 14, 2009). Our response explained the effectiveness of the current Principles and our decision to retain them.
- Presenting at the FTC Forum, "Sizing up Food Marketing and Childhood Obesity" (Dec. 15, 2009). The Director gave an extensive presentation on the positive changes participants have made in the nutritional profile of foods advertised to children under the CFBAI.
- Issuing a Fact Sheet, "A Snapshot of the Nutritional Quality of Participants' Child-Directed Food Advertising" (Dec. 2009). The Fact Sheet describes the positive contributions to children's diets from foods advertised to kids.
- Issuing a Fact Sheet on CFBAI-Approved Cereals (Jan. 2010). The Fact Sheet describes the improvements in cereals advertised to children and provides an overview of their nutritional profile.

To learn more about the program and its 16 participants, please visit us at <http://www.bbb.org/us/children-food-beverage-advertising-initiative/>.

Elaine D. Kolish, Editor

Initiative News

Enhanced Core Principles Announced

Effective January 1, 2010, the [Core Principles](#) require participants to commit that 100 percent of their advertising primarily directed to children under 12 will be for healthier dietary choices or better-for-you products. All Participants already had made 100% commitments, so this change codifies current practice. Although the option of satisfying the commitment through healthy lifestyle messaging or some combination of better-for-you product and healthy lifestyle messaging has been eliminated, the participants will continue to support and promote healthy lifestyles.

Additionally, consistent with the program's focus on child-directed advertising, the venues and types of advertising covered by the Core Principles were expanded to include advertising in video and computer games rated EC or Early Childhood, other video games that are age-graded on the label as being primarily child-directed, and cell phone marketing that is primarily directed to children under 12. Word-of-mouth advertising that is primarily directed to children under 12 is also covered.

Initiative Fact Sheets Available

The CFBAI released a "[Nutrition Snapshot Fact Sheet](#)" that analyzes informally the nutritional profile of products advertised during a sample of children's television programming. We found that 83% of child-directed ads for CFBAI-approved products provided a "good" source of a nutrient shortfall in children (Vitamin E, calcium, magnesium, potassium or fiber) or a half-serving of fruit, vegetables, low-fat dairy, or 8 grams of whole grain. The full analysis can be found in the [CFBAI's 2008 Report](#), issued in October 2009.

CFBAI also issued a "[Cereal Fact Sheet](#)" providing an overview of the nutrient profiles of cereals covered by the CFBAI as of January 2010. All CFBAI-approved cereals are a good source of essential vitamins and minerals, and many are a good source of fiber or calcium. Additionally, no cereal contains more than 12 grams of sugar per serving. Because of reformulations, now there are more cereals with ≤ 10 grams of sugar per serving than there are cereals with 12 grams of sugar per serving and almost two-thirds have 11 grams or less per serving.

Children Now Conference Remarks Available

Elaine Kolish, Vice-President and Director of the CFBAI, spoke on the progress of industry self-regulation at the Children Now Conference on December 14, 2009. Kolish responded to Professor Dale Kunkel's latest research, "The Impact of Industry Self-Regulation on the Nutritional Quality of Foods Advertised on Television to Children." The Director's [remarks](#) noted that, while the "Go, Slow, Whoa" categories used in Professor Kunkel's research may be helpful to consumers in developing healthier diets, these categories are not a good tool for measuring change and cannot identify the positive changes in food advertising that have occurred as a result of self-regulation.

CFBAI PowerPoint from FTC Forum Posted

CFBAI Director Elaine Kolish presented remarks at the December 15 FTC Forum, "Sizing Up Food Marketing and Childhood Obesity." Her presentation highlighted how companies' science-based nutrition guidelines and their extensive reformulation and product innovation efforts have resulted in substantial changes in the nutritional profile of products advertised to kids. Kolish also announced the program's Enhanced Core Principles. A copy of the presentation is [available here](#).

CFBAI Responds to Elementary School Principle Inquiry

CFBAI responded to the Center for Science in the Public Interest's (CSPI) inquiry regarding the scope of the Elementary School Advertising Principles. CFBAI's response explained why the current exclusions are appropriate and will be continued. [Click here](#) to read CFBAI's response. Details on the CFBAI's elementary school principles are available in our [Fact Sheet](#).

CFBAI Files Comment with FTC

The FTC solicited comments pursuant to the Paperwork Reduction Act on its proposed information collection in connection with a Study on Food Marketing to Children and Teens. The CFBAI filed a comment recommending that FTC collect sufficient information to assess the nutrition density of products (i.e., the presence of food groups to encourage and shortfall nutrients to children), similar to how the CFBAI analyzed products in an informal study of products advertised on children's programming last March. CFBAI also recommended that the FTC calculate reductions in calories, sugars, fats and sodium in products between 2006 and 2009 and compare averages in product categories. The full comment can be [accessed here](#).

Kraft Foods Global

[Kraft Foods](#) added additional beverages, cheese products and convenient meals to its approved product list in December 2009. New beverage products provide a low-calorie and sugar-free source of hydration for children. The additional cheese and convenient meal products all provide a "good" (10% DV) to "excellent" (20% DV) source of calcium or potassium, which are nutrient shortfalls in children's diets. Kraft Foods removed BALANCE BKids Bar products from its approved product list because it no longer owns the product line.

Mars

[Mars](#) amended its Pledge, as of January 1, 2010, to include bubblegum (reflecting its acquisition of the Wm. Wrigley Jr. Company) and rice products, thus expanding the scope of products the company does not advertise to children under 12. Its pledge already covered snack food and confectionary products.

Participant News

Campbell Soup Company

[Campbell](#) announced, in December, that it would further reduce sodium by up to 35 percent in its canned pasta category. All Campbell's canned pastas will soon meet government criteria for healthy main dishes. Reformulated products will start appearing on shelves by April 2010.

General Mills Inc.

In December 2009, [General Mills](#) announced a commitment to further reduce the sugar content of cereals advertised to children to single-digit grams per serving. The company already has reduced the sugar in many of the cereals advertised to kids to 10 or 11 grams per serving, down from 12 to 15 grams per serving.

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