



Better Business Bureau®

Advertisers for Healthy Children

Children's Food and Beverage Advertising Initiative

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Editor's Note

During the spring and summer CFBAI has worked to educate policy and opinion leaders on the important role of self-regulation in food marketing to children and the progress that has been achieved to date. These activities included:

- Filing a [comment](#) and [reply comment](#) with the FCC in response to its Notice of Inquiry on "Empowering Parents and Protecting Children in an Evolving Media Landscape"
- Filing a [comment](#) with the Presidential Task Force on Obesity in response to its request for comments and recommendations.

Our educational efforts included issuing several one-page fact sheets about the CFBAI to make key program information very accessible. See item below.

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

Updated Nutrition Chart and list of Products Meeting Participants' Nutrition Standards

CFBAI has posted an updated [nutrition chart](#). This chart summarizes the nutrition standards that participants use to define better-for-you products that are primarily directed to children under 12. A new feature is a column summarizing participants' positive nutrient/food group requirements.

CFBAI also has posted an updated list of [approved products](#). This list contains all participant products meeting the participants' nutrition criteria listed in the chart above that they may depict in child-directed advertising. Participants also may have many other products that meet their standards but are not expected to be depicted in child-directed advertising. Some additions to the list include:

- Burger King Corp. adding a new kids breakfast meal featuring an egg and cheese breakfast sandwich
- Campbell Soup Company adding new snack crackers, Goldfish Grahams, that contain at least 50% whole grains

Participant News

Burger King Corp.

[Burger King Corp.](#) announced the addition of a nutritionally compliant children's breakfast meal to its lineup in July 2010. The new BK[®] Kids Breakfast Muffin Sandwich features egg and a slice of American cheese, served on an English muffin, BK[®] Fresh Apple Fries, and calcium-fortified 100% apple juice. The meal provides a high-quality source of protein from the egg, a full serving of fresh fruit, and is an "excellent source" of calcium and a "good source" of potassium.

Campbell Soup Company

[Campbell's](#) set a 290 mg sodium requirement for snack crackers in April 2010. Previously Campbell's had not specified a sodium requirement for snack crackers.

Additionally, Campbell's further strengthened its sodium requirement for canned pastas in July 2010. The new standard requires all canned pastas advertised to children to contain ≤ 600 mg of sodium per serving. Previously, the company had specified that canned pastas advertised to children under 12 had to contain 25% less sodium than the best selling canned pasta.

Kraft Foods

[Kraft Foods](#) has announced that by 2013 it will more than double the amount of whole grains in Nabisco crackers (Original Wheat Thins, Wheat Thins Toasted Chips, Honey Maid Original Graham Crackers, Premium and Ritz crackers).

Events

Upcoming Events

Elaine Kolish, CFBAI Vice President and Director, will be participating in a panel titled, "To Market, to Market: Selling Food to Children," at the International Dairy Show on Sept. 14, 2010. The show will be in Dallas, Texas and runs from Sept. 13-15. [Click here](#) for more information about this conference.

Kolish also will participate in a panel on "Food Marketing to Children" on Sept. 23, 2010 at the 33rd National Food Policy Conference in Washington D.C. The conference is hosted by the Consumer Federation of America and the Grocery Manufacturers Association. More information about this conference can be found [here](#).

Assistant Director Maureen Enright will be participating in a panel titled, "Marketing Foods to Kids-Special Concerns for

- Dannon introducing Danimals Coolisions, a new low-fat yogurt product
- PepsiCo adding snack bars that are reduced either in sugar or calories, and provide 8 grams of whole grain per serving.

The updated nutrition chart and product list can be found on [CFBAI's website](#).

Preview of CFBAI's 2010 Nutrition Analysis

CFBAI has conducted a nutrient analysis of food in ads during 38.5 hours of children's programming that aired between May 2010 and June 2010 on broadcast and cable networks. We analyzed whether participant products in the sample provided at least 10% Daily Value of one or more nutrient shortfalls in children's diets (Vitamin E, potassium, calcium, fiber or magnesium), or a ½ serving of a food group to be encouraged, as identified by the 2005 Dietary Guidelines for Americans (i.e., 1/4 cup of fruit or vegetables, 4 ounces of low-fat dairy, or ≥ 8 grams whole grains). CFBAI found that 67% of participant products and 86% of participant ads in the study sample met the study criteria. These results mirror the 2009 results, where CFBAI reported 67% of participant products and 83% of participant ads met the study criteria.

The complete analysis will be published this fall in the upcoming 2009 CFBAI Progress and Compliance report.

Program Fact Sheets

CFBAI has created fact sheets about the [program's history](#), its [current requirements](#), and the participants' [reformulation](#) and innovation efforts. Two other fact sheets, released in January 2010, were included in the February 2010 newsletter. The [Nutrient Snapshot](#) Fact Sheet and [Cereal](#) Fact Sheet provide a synopsis of the nutrient content of approved products. All of the Fact Sheets are available on the CFBAI website.

Feedback

We also welcome comments and inquiries, which can be sent to kidsinitiative@council.bbb.org.

Children's Advertisers," at the annual CARU conference on Oct. 6, 2010 at the Ritz Carlton New York. More information about that conference can be found [here](#).

Past Events

CFBAI Vice President Elaine Kolish also presented at these conferences earlier this year:

[Grocery Manufacturers Association: Science Forum General Session](#), "Combating Obesity & Promoting Health and Wellness: A New Paradigm for Success," March 16, 2010.

[Association of National Advertisers](#), Advertising Law and Public Policy Conference, March 18, 2010.

[Institute of Food Technologists: Wellness 10 Conference](#), "Reformulating Products to Nutritionally Improve Foods Targeted to Children," March 25, 2010.

[Robert Wood Johnson Foundation Webinar](#), "Pass or Fail: Evaluating How Industry Markets Food to Children," June 24, 2010.

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