

# The Canadian Children's Food and Beverage Advertising Initiative: 2015 Compliance Report



Advertising Standards Canada  
Les normes canadiennes de la publicité



## About Advertising Standards Canada

Founded in 1957, Advertising Standards Canada (ASC) is the national, independent, advertising industry self-regulatory body. ASC members – leading advertisers, advertising agencies, media organizations and suppliers – are committed to responsible and effective advertising self-regulation.

ASC administers the *Canadian Code of Advertising Standards (Code)*, the principal instrument of advertising self-regulation. The *Code* sets the criteria for acceptable advertising and provides a procedure for accepting and responding to consumers' complaints about advertising. Complaints are adjudicated by independent volunteer councils, comprising senior industry and public representatives. ASC reports to the public on upheld complaints in its online *Ad Complaints Reports*. Complaints may be submitted online at: [adstandards.com/complaints](http://adstandards.com/complaints)

As well, ASC administers the Canadian Children's Food and Beverage Advertising Initiative, the AdChoices Accountability Program, and the Voluntary National Automobile Advertising Guidelines. And, through ASC Clearance Services, ASC provides copy review in five regulated categories to help ensure compliance with specific laws, regulations and guidelines.

## Foreword

From the outset of the Canadian Children's Food and Beverage Advertising Initiative (CAI) in 2007, the Participants have been committed to continually improving the program, and with it the landscape of advertising to children under 12 years of age. In October 2014, the Participants adopted uniform category-specific nutrition criteria to replace the individual company-specific nutrition criteria that had previously been used.

These stronger nutrition criteria came into effect on December 31, 2015, and the Participants worked diligently during the year to reformulate products to meet the criteria and the ambitious deadline, and to determine which products could no longer be advertised to children. The uniform criteria have resulted in significant enhancements in the nutritional profile of foods advertised to children; for example, by reducing sodium, sugar and saturated fat in several products.

Through the CAI, leading Canadian food and beverage advertisers have committed either to advertise only products that meet the CAI's uniform nutrition criteria to children under 12, or to not direct food and beverage advertising to them. Participants have also committed to be publicly accountable, and as the independent program administrator, ASC is pleased to report that all Participants have complied fully with their individual program commitments. Details can be found in the Report that follows.

We invite you to review this Report, and to visit [adstandards.com/childrensinitiative](http://adstandards.com/childrensinitiative) to learn more about the CAI.






**Jani Yates**  
**President & CEO**  
**Advertising Standards Canada**

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# Executive Summary



*The Canadian Children's Food and Beverage Advertising Initiative: 2015 Compliance Report* documents the continuing progress made by the participating companies (Participants) in the Canadian Children's Food and Beverage Advertising Initiative (CAI). As Canada's national, independent, advertising industry self-regulatory body, Advertising Standards Canada (ASC) serves as the CAI program administrator. The public Report provides an assessment of the Participants' performance in meeting their CAI commitments from January 1 to December 31, 2015.

The Report sets out the CAI's key principles and criteria, and assesses the Participants' compliance with each principle.

The Participants reviewed in this Report are: Campbell Company of Canada; Coca-Cola Ltd.; Danone Inc.; Ferrero Canada Ltd.; General Mills Canada Corporation; Hershey Canada Inc.; Kellogg Canada Inc.; Kraft Canada Inc.; Mars Canada Inc.; McDonald's Restaurants of Canada Limited; Mondelēz Canada; Nestlé Canada Inc.; Parmalat Canada Inc.; PepsiCo Canada ULC; Post Foods Canada Inc.; Unilever Canada Inc.; and Weston Bakeries Limited.

Ten of these Participants did not engage in advertising directed primarily to children under 12 years of age. The balance committed to including only better-for-you products<sup>1</sup> in child-directed advertising<sup>2</sup>.

In assessing Participant compliance, ASC's methodology consisted of an independent assessment process, as well as a detailed review of reports and documentation submitted by each Participant.

## 2015 Performance

ASC is pleased to report excellent compliance by all Participants with their commitments. This is consistent with findings over the previous seven years and demonstrates the ongoing commitment to the program by Participants and their advertising and media-buying partners.

## Uniform Nutrition Criteria

The CAI is a living program that has been continually strengthened and improved. The latest improvement – the adoption of uniform category-specific nutrition criteria – was announced in late 2014. In order to continue to be advertised to children under 12, products were required to meet the new criteria by December 31, 2015. By 2016, several products had been reformulated and new products had been developed.

<sup>1</sup> In this Report, the terms "better-for-you" and "healthier dietary choices" are used interchangeably.

<sup>2</sup> In this Report, the phrase "child-directed advertising" is used interchangeably with the phrase "advertising directed primarily to children under 12."



# I. Report Overview



The *2015 Compliance Report* assesses the performance of the participating companies in the Canadian Children's Food and Beverage Advertising Initiative in complying with their public commitments under the program. This Report covers the period from January 1 to December 31, 2015.

The following Participants are assessed in this Report:

1. Campbell Company of Canada (Campbell Canada)
2. Coca-Cola Ltd. (Coca-Cola)
3. Danone Inc. (Danone)
4. Ferrero Canada Ltd. (Ferrero)
5. General Mills Canada Corporation (General Mills)
6. Hershey Canada Inc. (Hershey's)
7. Kellogg Canada Inc. (Kellogg Canada)
8. Kraft Canada Inc. (Kraft Canada)
9. Mars Canada Inc. (Mars)
10. McDonald's Restaurants of Canada Limited (McDonald's)
11. Mondelēz Canada (Mondelēz)
12. Nestlé Canada Inc. (Nestlé)
13. Parmalat Canada Inc. (Parmalat)
14. PepsiCo Canada ULC (PepsiCo)
15. Post Foods Canada Inc. (Post)
16. Unilever Canada Inc. (Unilever)
17. Weston Bakeries Limited (Weston Bakeries)





# II. Background and Developments



As the issue of childhood health and obesity came to the fore as a serious and complex global issue, leading Canadian food and beverage advertising companies recognized that they could make a meaningful contribution to support the health of Canadian children. To this end, the CAI was launched in 2007. The program was developed to promote better-for-you dietary choices and healthy lifestyles to children under 12, and to shift the emphasis in advertising directed to children by the Participants to food and beverages that are consistent with the principles of sound nutrition guidance.

## A. CAI Core Principles

There are five Core Principles under the program.

### 1. Advertising Messaging and Content Principle

Participants devote 100% of their advertising directed primarily to children under 12 years of age in covered media to products that represent healthier dietary choices (better-for-you products). In 2015, these

products were required to meet company-developed standards that were consistent with established scientific and/or government standards. As of December 31, 2015, all products featured in advertising directed primarily to children under 12 years of age must meet the new Uniform Nutrition Criteria (Appendix 3). Alternatively, Participants may commit to not direct advertising primarily to children under 12 years of age.

Media covered:

- television, radio, print and Internet advertising;
- video and computer games rated Early Childhood (EC) that are inherently directed primarily to children under 12, and other games that are age-graded on the label and packaging as being directed primarily to children under 12;
- DVDs of G-rated movies in which content is directed primarily to children under 12, and other DVDs in which content is directed primarily to children under 12; and
- mobile media such as cellphones, PDAs and through word of mouth<sup>3</sup>, where advertising on those media is directed primarily to children under 12.

2007



### CAI Launched

Members commit to promote healthier dietary choices in ads directed to children under 12, or to not advertise to them at all

2008



### Commitments Fully Implemented

Requirement to advertise healthier dietary choices increased from 50% to 100%

2009



### First Compliance Report Published

Members met or exceeded commitments

<sup>3</sup> The commitment regarding word of mouth advertising refers to advertising where a Participant provides incentives (financial or otherwise), product samples or other support to individuals or groups who are not employees to promote consumption of branded food or beverage products or to promote discussion of such products, and the advertising is directed primarily to children under 12 years of age.

## 2. Use of Products in Interactive Games

Incorporate only products that represent healthier dietary choices in interactive games directed primarily to children under 12 years of age.

## 3. Use of Licensed Characters, Celebrities and Movie Tie-Ins

Reduce the use of third-party licensed characters in advertising directed primarily to children under 12 for products that do not meet the CAI's product criteria<sup>4</sup>.

## 4. Product Placement

Do not pay for or actively seek to place food and beverage products in program/editorial content of any medium directed primarily to children.

## 5. Advertising in Schools

Do not advertise food or beverage products in elementary schools<sup>5</sup>.

In consultation with ASC, each Participant develops, and updates as necessary, its individual commitment which, once approved by ASC, is published on a dedicated section of ASC's website at:

**[adstandards.com/childrensinitiative](http://adstandards.com/childrensinitiative)**

Complete details of the CAI Core Principles can be found in Appendix 5 of this Report.

## B. Definition of Advertising Directed Primarily to Children Under 12<sup>6</sup>

The CAI's Advertising Messaging and Content Principle requires Participants to commit that 100% of their advertising directed primarily to children under 12 years of age, in media covered by the program, will be for the promotion of better-for-you products, or to commit that they will not direct advertising to children under 12.

In the case of a measured medium, such as television, Participants use a threshold definition of "advertising directed primarily to children" that is tied to audience composition percentages. These audience composition percentages are derived from third-party measurements, such as Numeris for broadcast or ComScore for Internet, and are supplemented in many cases by a company's existing corporate policies and procedures. Most CAI Participants have committed to definitions of advertising to children as advertising that appears in programming for which the percentage of viewers who are children under 12 is greater than 35, as shown in the following table.

2010



### Expanded Coverage

to ads in digital and mobile media channels, children's video games and DVDs of G-rated movies

2014



### Members Adopt Uniform Nutrition Criteria

2015



### Uniform Nutrition Criteria Implemented

<sup>4</sup> This criterion applies to advertising in media other than broadcast advertising, as the use of licensed characters in children's broadcast advertising is already restricted under *The Broadcast Code for Advertising to Children*.

<sup>5</sup> This limitation does not apply to displays of food and beverage products, charitable/not-for-profit activities, including fundraising, public service messaging and educational programs.

<sup>6</sup> The CAI does not extend to Quebec, where the Quebec *Consumer Protection Act* prohibits advertising in that province to children under the age of 13.

## Summary of Participants' Definitions of Advertising Directed Primarily to Children Under 12 Years of Age

	Threshold Audience % Under 12	Status
<b>Campbell Company of Canada</b>	35% or more of audience	Advertise approved products only
<b>Coca-Cola Ltd.</b>	35% or more of audience	No advertising
<b>Danone Inc.</b>	35% or more of audience	Advertise approved products only
<b>Ferrero Canada Ltd.</b>	30% or more of audience	No advertising
<b>General Mills Canada Corporation</b>	35% or more of audience	Advertise approved products only
<b>Hershey Canada Inc.</b>	30% or more of audience	No advertising
<b>Kellogg Canada Inc.</b>	35% or more of audience	Advertise approved products only
<b>Kraft Canada Inc.</b>	35% or more of audience	No advertising
<b>Mars Canada Inc.</b>	25% or more of audience	No advertising
<b>McDonald's Restaurants of Canada Limited</b>	35% or more of audience	Advertise approved products only
<b>Mondelēz Canada</b>	35% or more of audience	No advertising
<b>Nestlé Canada Inc.</b>	35% or more of audience	No advertising
<b>Parmalat Canada Inc.</b>	35% or more of audience	Advertise approved products only
<b>PepsiCo Canada ULC</b>	35% or more of audience	No advertising
<b>Post Foods Canada Inc.</b>	35% or more of audience	Advertise approved products only
<b>Unilever Canada Inc.</b>	35% or more of audience	No advertising
<b>Weston Bakeries Limited</b>	35% or more of audience	No advertising

It is important to note that the Participants' commitments address only advertising directed primarily to children under 12. As a result, advertising directed primarily to parents/caregivers, or aired in family programming or non-children's programming where viewership by children under 12 is less than 35%, falls outside the scope of the CAI.

For non-measured media, such as interactive games, a number of factors are used to determine if advertising is directed primarily to children, e.g. the overall impression of the advertisement, the target demographic, whether the medium is used primarily by children under 12 years of age, and whether age-screening mechanisms are in place.



## C. CAI Nutrition Criteria (2007–2015)

During the review period, each Participant directing advertising primarily to children under 12 identified the specific nutrition criteria it used to determine those products to be included in its commitment. The CAI permitted Participants to use, subject to ASC assessment and approval, company-specific nutrition criteria that were based on Canadian regulations and international scientific reports/guidelines, including those published by Health Canada and the U.S. Institute of Medicine.

In 2015, the CAI required that a Participant's nutrition criteria meet at least one of the following:

- foods that reflect the dietary guidelines of *Canada's Food Guide*;
- foods that meet the criteria for disease risk-reduction claims, function claims and nutrient function claims as per the Canadian Food Inspection Agency's (CFIA) *Food Labelling for Industry*<sup>7</sup>;
- foods that meet the criteria for nutrient content claims as per CFIA's *Food Labelling for Industry*<sup>8</sup>.

Company-specific nutrition criteria for those Participants engaged in child-directed advertising are summarized in the Exhibit on page 10.

### **Uniform Nutrition Criteria – effective December 31, 2015**

New uniform nutrition criteria came into effect on December 31, 2015, and provide a roadmap for Participants as they develop and reformulate new products. The new criteria:

- set uniform nutrition criteria for eight distinct product categories: milk and alternatives; grain; soups; meat and alternatives; vegetables and fruit; occasional snacks; mixed dishes; and meals on the go;
- include calorie limits for products within all eight product categories;
- include criteria for Nutrition Components to Limit, i.e. saturated and trans fats, sodium and total sugars; and
- include criteria for Nutrition Components to Encourage, i.e. vitamins, minerals and fibre.

In addition to the more stringent nutrition criteria, for the first time, all products that a Participant wishes to advertise directly to children under 12 must meet criteria for both Nutrition Components to Limit AND Nutrition Components to Encourage. Any products that do not meet the new criteria can no longer be advertised to children under 12 years of age. It is noteworthy that several Participants worked hard to ensure that the products they advertised in 2015 that were not initially compliant with this updated better-for-you standard were reformulated to be compliant and in market prior to December 31, 2015.

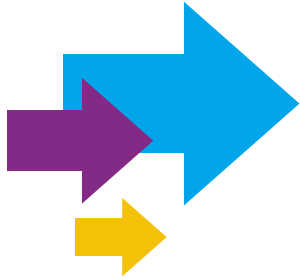
A summary of the category-specific uniform nutrition criteria can be found in Appendix 3. Additional information can be found in the *Uniform Nutrition Criteria White Paper* at:

**[adstandards.com/nutritioncriteria](http://adstandards.com/nutritioncriteria)**

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<sup>7</sup> Formerly entitled "CFIA Guide to Food Labelling and Advertising".

<sup>8</sup> Ibid.



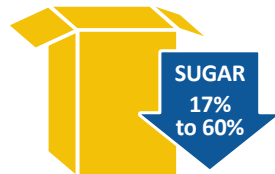
# III. The Changing Landscape



## Changes in Products Under the CAI Program



**Cereals:**  
**17% to 60%**  
**reduction**  
in sugar by the  
end of 2015



**Calorie Counts:**  
products advertised  
under the program  
**<200 calories**  
meals advertised  
under the program  
**<600 calories**



## A. Product Changes

Since the CAI was launched in 2007, Participants have reformulated and enhanced the nutritional profile of many products they advertise to children under 12. These changes have occurred in products spanning the entire range of product categories and include:

- **Cereals:** 17% – 60% reduction in sugar by 2015. Products now range from 6 g to 10 g of sugar per serving size compared to pre-CAI levels of 10 g to 15 g.
- **Calorie Counts:** Currently no product advertised under the program has more than 200 calories, and each advertised meal has less than 600 calories.
- **Kids' Meals:** Now contain fruit, yogurt and low-fat milk.

Some examples specific to 2015 include:

### Post Foods Canada Inc.

In 2015, Post Foods Canada renovated Post *Alpha-Bits* cereal to be a healthier choice for kids. Sugar was reduced by 40%, from 10 g per serving to 6 g per serving, and artificial colour was removed to complement the fact that there are no artificial flavours in the product.

### General Mills Canada Corporation

Saturated fat was reduced in *Yoplait Tubes* and sodium was reduced in *Cinnamon Toast Crunch*.

### Kellogg Canada Inc.

Sugar was reduced from 12 g per serving to 10 g per serving in *Froot Loops*, *Frosted Flakes* and *Corn Pops*.

### Parmalat Canada Inc.

Black Diamond Cheestrings were reformulated with DHA milk. DHA, an Omega-3 fatty acid, supports

the normal physical development of the brain, eyes and nerves, primarily in children under 2 years of age. Parmalat also reformulated its Funcheez product portfolio to offer a low-sodium option to parents and kids.

## B. ASC Television Spot Check of Food and Beverage Advertising to Children

In addition to ongoing monitoring, ASC conducts an annual spot check of children’s television advertising. In 2015, ASC monitored ten days of child-directed television advertising on four Canadian stations that broadcast programming specifically intended for the under-12 audience. Each station classifies “children’s programming” based on program content and audience viewership. These stations also identify “co-viewing” and “family” programming that is broadcast during times when the majority of viewers are over the age of 12. The spot check was limited to advertising broadcast during children’s programming only.

Stations and children’s programming covered by the spot check were<sup>9</sup>:

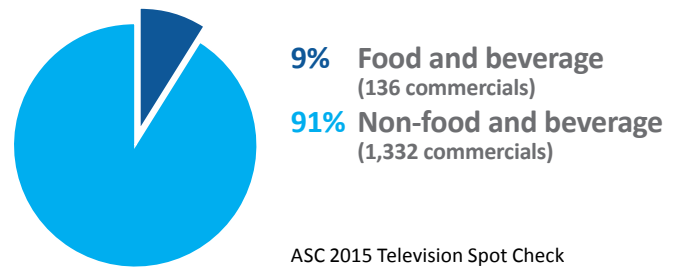
Teletoon	6am – 9am and 12pm – 1pm weekdays; 6am – 6pm Saturday and Sunday
YTV	6am – 9am and 12pm – 1pm weekdays; 6am – 6pm Saturday and Sunday
Nickelodeon	6am – 9am and 3pm – 6pm weekdays; 6am – 6pm Saturday and Sunday
Disney Channel	1pm – 6pm weekdays; 6am – 12pm Saturday and Sunday

In total, the spot check covered 60 hours of children’s programming, during which 1,468 commercials were aired. As ASC has noted in its previous reports, by far the majority of television advertising directed to children is for toys, games, DVDs, in-theatre movies and attractions. In the 2015 spot check, food and beverage commercials accounted for nine percent of the total number of commercials. This represents a 25% reduction from 2014.

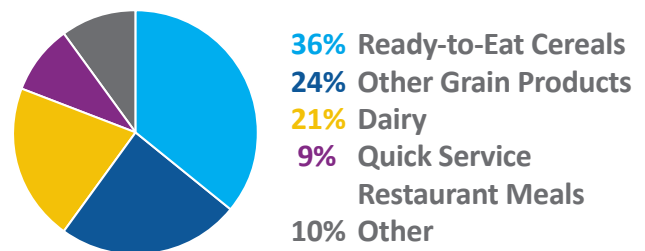
During the spot check, all of the commercials for food and beverage products aired during children’s programming were for products covered under the CAI program. ASC’s spot check represents a snapshot of the commercials aired during a specific period of time. The 2015 spot check did not identify any advertising directed to children in children’s programming by companies that were not participating in the CAI during the covered period. However, advertising to children by companies not participating in the CAI did air at other times during 2015.

In terms of food and beverage categories, almost two-thirds of the commercials sponsored by Participants under the program were for grain products. The balance included dairy products, quick service restaurant meals and snack products.

**9% of all commercials directed primarily to children in 2015 were food and beverage ads.**



## CAI Commercials by Product Type



<sup>9</sup> Under CRTC policy, public service announcements, program promotions and statements of sponsorship that identify the sponsor of the program or the station are not considered to be commercial messages, and were not covered by the spot check.



## IV. Evaluation of Participant Compliance



Of the 17 Participants evaluated in 2015:

- Ten Participants did not direct advertising to children under 12 years of age: Coca-Cola, Ferrero, Hershey's, Kraft Canada, Mars, Mondelēz, Nestlé, PepsiCo, Unilever and Weston Bakeries.
- Seven Participants committed to include only products meeting the nutrition criteria outlined in their individual commitments: Campbell Canada, Danone, General Mills, Kellogg Canada, McDonald's, Parmalat and Post. These Participants all committed to devote 100% of their television, radio, print, Internet, movie DVD, video and computer game, and mobile media advertising directed primarily to children under 12 years of age to better-for-you products.

### Methodology

ASC evaluated each Participant's compliance with its individual CAI commitment through an independent audit and a detailed review of each Participant's compliance report, certified as complete and accurate by a senior corporate officer.

#### A. Independent Audit

ASC audits Participants' compliance in the following manner.

##### Television Advertising

As a condition of broadcast licence by the Canadian Radio-television and Telecommunications Commission, all children's commercials must be pre-cleared by ASC's Children's Clearance Committee under *The Broadcast Code for Advertising to Children*, and must carry a valid ASC approval number. ASC conducts a second review of these commercials to ensure that the products advertised are those approved for

inclusion in the Participants' CAI commitments. As an additional compliance check, ASC conducts an annual independent spot check of advertising directed to children on major children's channels.

##### Radio Advertising

No Participant utilized this medium to advertise to children under 12.

##### Print Advertising

No Participant utilized this medium to advertise to children under 12.

##### Internet Advertising

ASC regularly monitors both company-owned and third-party websites directed primarily to children under 12.

### B. Consumer Complaints Review

All consumer complaints submitted to ASC in 2015 were reviewed to identify any concerns from members of the public with regard to a Participant's compliance with its CAI commitment. Of the 104 complaints involving advertising by food manufacturers, retailers and restaurants that were submitted to ASC in 2015, none involved concerns about a Participant's compliance with its CAI commitments.

### C. Participant Compliance Reports

Each Participant was required to submit a comprehensive report detailing its compliance during the reporting period. Participants that committed to not advertise directly to children under 12 were required to submit data demonstrating compliance with their commitments. Participants that engaged in advertising directed primarily to children under 12 submitted

reports that included documentation from their advertising and media-buying groups and copies of child-directed advertising. Each Participant's report was certified by a senior executive or officer of the company as to its veracity and completeness.

Participant compliance reports include details of: all products advertised directly to children under 12 years of age; the placement of these advertisements by both specific media and the programs or magazines in which the advertisements were run; and the percentage of the audience by age for the programs or magazines at the time the advertisements were placed.

## D. Compliance Assessment

### Overall Compliance Evaluation

Participants' compliance with their respective commitments in 2015 has been excellent. The following are the results of ASC's 2015 compliance assessment.

### 1. Advertising in Measured and Unmeasured Media, Company-Owned and Third-Party Websites

#### Television Advertising

Even with the proliferation of new media, television remains the primary medium used by children's advertisers. It is therefore a key compliance element, and it is noteworthy that ASC's audit and spot check revealed full compliance.

#### Radio Advertising

No Participant utilized this medium for advertising directed primarily to children under 12.

#### Print Advertising

No Participant utilized this medium for advertising directed primarily to children under 12.

#### Company-Owned and Third-Party Websites

ASC's monitoring of Participants' websites and micro-sites and several third-party websites and micro-sites, as well as its review of the individual Participant compliance reports, were used to assess compliance in this medium. No non-compliant advertising was found.

### 2. Use of Licensed Characters

The independent audit conducted by ASC and the individual Participant compliance reports were used to assess compliance with this CAI principle. ASC did not identify any infractions of this principle.

### 3. Use of Products in Interactive Games

Four of the seven Participants that direct advertising to children incorporated interactive games on their own websites that are directed to children under 12. Only the better-for-you products that were included in the Participants' commitments were incorporated into these interactive games. ASC did not identify any instances of non-compliance.

### 4. Product Placement

As per the CAI commitments, no Participant engaged in product placement.

### 5. Advertising in Schools

The CAI requires Participants to adhere to standards established by schools individually and by school boards overall. In addition, they are required to commit to not advertise food and beverage products in schools. All of the Participants complied with this principle. Excluded from the CAI are charitable and not-for-profit activities such as school-approved fundraising and educational programs, public service messaging, and displays of food and beverage products (for example in school cafeterias).

As detailed in Appendix 4, several Participants engaged in sponsorship of educational and other not-for-profit and charitable activities, as allowed under the CAI.

### 6. Video and Computer Games<sup>10</sup>

One Participant utilized this medium for advertising directed primarily to children under 12. No non-compliant advertising was found.

### 7. DVDs of Movies

No Participant utilized this medium for advertising directed primarily to children under 12.

### 8. Mobile Media

No Participant utilized this medium for advertising directed primarily to children under 12.

<sup>10</sup> Video and computer games rated Early Childhood (EC), which are inherently directed primarily to children under 12, and other games that are age-graded on the label and packaging as being directed primarily to children under 12.

# Appendices



<b>Exhibit</b>	<b>10</b>	<b>Appendices</b>	
Participants' Nutrition Criteria per Serving Size for Products Advertised Directly to Children Under 12 in 2015		<b>Appendix 1</b>	<b>11</b>
		List of Advertised Products in 2015	
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		• Overview	
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		• <i>Interpretation Guideline #2 to the Canadian Code of Advertising Standards</i>	

## Exhibit

### Participants' Nutrition Criteria per Serving Size for Products Advertised Directly to Children Under 12 in 2015

		Calories (kcal)	Saturated Fat (g)	Trans Fat (g)	Total Fat (g)	Sodium (mg)	Sugars (g)						
<b>Campbell Canada</b>			≤2	0	≤3	≤480	≤12	Source of vitamin A, C, iron, calcium, folate or fibre; a serving of vegetables					
Soup:			≤2	0	≤3	≤480	≤12						
Snack crackers:		≤170	≤2	0	≤35% of cal.	≤195	≤8	In line with <i>Canada's Food Guide</i>					
<b>Danone</b>			<2	0	<3	<140	<12.5 (added)	≥5% DV Calcium – Source of Calcium					
<b>General Mills</b>								Must have fibre or minimum of at least one vitamin or mineral					
								Fibre (g)	Vit. A (%DV)	Vit. C (%DV)	Calcium (%DV)	Iron (%DV)	Cholesterol (mg)
Cereal and snacks:	either	≤175	≤2		≤3	230	≤12	2	5	5	5	5	≤60
	or	≤175	≤2			230		At least 1/2 serving of a food group targeted by Health Canada for increased consumption (i.e., whole grain, vegetables and fruit, lower fat dairy, meat alternatives including beans, lentils or tofu)					
Side and Main dishes:	either	≤175	≤2		≤3	480	≤12	2	5	5	5	5	≤60
	or	≤175	≤2			480		At least 1/2 serving of a food group targeted by Health Canada for increased consumption (i.e., whole grain, vegetables and fruit, lower fat dairy, meat alternatives including beans, lentils or tofu)					
<b>Kellogg Canada</b>		≤200	≤2	0		≤230 ≤460*	≤12**						
<b>McDonald's</b>		≤600	≤10% of cal.		≤35% of cal.		≤25% total energy from added sugars						
<b>Parmalat</b>													
Cheestrings:		≤70	3.5	0.3	6 g, ≤15 mg cholesterol	≤160	0	In line with <i>Food and Drugs Act</i> . Source of calcium (15% of DV), protein and vitamin A. Made with DHA milk. DHA, an Omega-3 fatty acid, supports the normal physical development of the brain, eyes and nerves, primarily in children under 2 years of age.					
<b>Post</b>		≤200	≤2	0	≤3	≤230	≤12						

\*Eggo products guideline is 460 mg of sodium per serving. These products are typically served as a main dish and require leavening ingredients.

\*\*Excluding naturally occurring sugars from fruit and dairy.

# Appendix 1

## List of Advertised Products in 2015

### **Campbell Company of Canada**

*Pepperidge Farm® Goldfish® Baked Graham Snacks – Vanilla Cupcake*  
*Pepperidge Farm® Goldfish® Baked Snack Crackers – Cheddar*

### **Coca-Cola Ltd.**

None

### **Danone Inc.**

*Danino Drinkable*

### **Ferrero Canada Ltd.**

None

### **General Mills Canada Corporation**

*Cinnamon Toast Crunch*  
*Honey Nut Cheerios*  
*Lucky Charms*  
*Chocolate Lucky Charms*  
*Special Edition minions™ Cereal*  
*Disney® Frozen Soft Baked Snacks*  
*minions™ Soft Baked Snacks*  
*Fruit Gushers Fruit Flavoured Snacks*  
*Fruit by the Foot Fruit Flavoured Snacks*  
*Fruit Shapes Fruit Flavoured Snacks*  
*minions™ Fruit Shapes Fruit Flavoured Snacks*  
*Fruit Roll-ups Fruit Flavoured Snacks*  
*Yoplait Tubes*  
*minions™ Yoplait Minigo*

### **Hershey Canada Inc.**

None

### **Kellogg Canada Inc.**

*Froot Loops cereal*  
*Kellogg's Frosted Flakes cereal*  
*Rice Krispies Squares cereal bars (Original)*  
*Eggo Waffles (Original and Original Minis)*

### **Kraft Canada Inc.**

None

### **Mars Canada Inc.**

None

### **McDonald's Restaurants of Canada Limited**

Hamburger *Happy Meal* with 1% white milk and Apple Slices with Caramel Dip and Danino Strawberry Yogurt Tube  
4 piece white meat *Chicken McNuggets Happy Meal* with sweet & sour sauce with 1% white milk and Apple Slices with Caramel Dip and Danino Yogurt

### **Mondelēz Canada**

None

### **Nestlé Canada Inc.**

None

### **Parmalat Canada Inc.**

*Black Diamond Ficello Cheestrings (3 flavours)*

### **PepsiCo Canada ULC**

None

### **Post Foods Canada Inc.**

*Honeycomb*  
*Alpha-Bits*

### **Unilever Canada Inc.**

None

### **Weston Bakeries Limited**

None



## Appendix 2

### List of Child-Directed Company-Owned Websites in 2015

**Campbell Company of Canada**

None<sup>1</sup>

**Coca-Cola Ltd.**

None

**Danone Inc.**

www.danino.ca

**Ferrero Canada Ltd.**

None

**General Mills Canada Corporation**

www.fruitsnackia.ca<sup>2</sup>

**Hershey Canada Inc.**

None

**Kellogg Canada Inc.**

www.Clubkelloggs.ca

www.frootloops.ca

www.frostedflakes.ca

www.Snapcracklepop.ca

www.Eggo.ca

**Kraft Canada Inc.**

None

**Mars Canada Inc.**

None

**McDonald's Restaurants of Canada Limited**

None

**Mondelēz Canada**

None

**Nestlé Canada Inc.**

None

**Parmalat Canada Inc.**

www.cheestrings.ca

www.ficello.ca

**PepsiCo Canada ULC**

None

**Post Foods Canada Inc.**

None

**Unilever Canada Inc.**

None

**Weston Bakeries Limited**

None

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<sup>1</sup> Canadian children may have the ability to access [www.goldfishfun.com](http://www.goldfishfun.com), maintained by the U.S. Biscuits and Bakery division of the Campbell Soup Company in the United States. The games and other content on the site comply with the Campbell Soup Company's commitment pursuant to the Children's Food and Beverage Advertising Initiative in the United States (US Commitment Program). Details of the US Commitment Program may be found at: <http://www.bbb.org/council/the-national-partner-program/national-advertising-review-services/childrens-food-and-beverage-advertising-initiative/>

<sup>2</sup> As of June 1, 2016, this site is no longer available.

# Appendix 3

## Uniform Nutrition Criteria

### Summary Table of New Uniform Nutrition Criteria by Product Category

Product	Unit <sup>6</sup>	Components Required to Limit				Components Required to Encourage
		Calories (kcal)	Saturated Fat (g) <sup>1</sup>	Sodium (mg)	Total Sugars (g)	
<b>1. MILK AND ALTERNATIVES</b>						
Milks and Milk Substitutes	250 mL	≤170	≤2	≤200	≤25	1 serving Milk and Alternatives
Yogurts and Yogurt-type Products	175 g	≤175	≤2	≤140	≤24	1 serving Milk and Alternatives AND ≥5% DV calcium
Dairy-based Desserts	125 mL	≤120	≤2	≤110	≤20	≥¼ cup milk AND ≥5% DV calcium
Cheese and Cheese Products (except as listed separately below)	30 g	≤125	≤3	≤290	≤2	≥½ serving Milk and Alternatives AND ≥5% DV calcium
Cottage Cheese and Ricotta	110 g	≤150	≤7	≤480	≤7	≥½ serving Milk and Alternatives AND ≥5% DV calcium
Hard Grated Parmesan and Romano Cheese	15 g	≤75	≤4.5	≤380	N/A	N/A
<b>2. GRAIN</b>						
Small Reference Amount, Lighter Density Products	LSS <sup>7</sup>	≤150	≤1.5	≤190	≤10	8 g whole grain OR 2 g fibre OR ≥5%* DV any essential nutrient except sodium (*≥15% DV if cereals)
Large Reference Amount, Higher Density Products	LSS <sup>7</sup>	≤200	≤2	≤250 ≤360 (for products that require leavening e.g., pancakes and waffles)	≤12	8 g whole grain OR 2 g fibre OR ≥5%* DV any essential nutrient except sodium (*≥15% DV if cereals)
<b>3. SOUPS</b>						
	LSS <sup>7</sup>	≤200	≤2	≤480	≤6 ≤12 (tomato-based)	≥½ serving Vegetables and Fruit or Milk and Alternatives OR 8 g whole grain OR ≥5% DV any essential nutrient except sodium
<b>4. MEAT AND ALTERNATIVES</b>						
Meat Products (including fish and poultry)	60 g	≤120	≤2	≤480	N/A	≥30 g meat, fish or poultry AND ≥5% DV any essential nutrient except sodium
For labelled serving sizes ≤30 g	30 g	≤60	≤1	≤240	N/A	
Meat Alternatives (except Peanut Butter)	30 g	≤230	≤3.5	≤140	≤4	≥5% DV any essential nutrient except sodium
Peanut Butter	15 g	≤115	≤1.9	≤65	≤2	≥5% DV any essential nutrient except sodium
<b>5. VEGETABLES AND FRUIT</b>						
Vegetable- and Fruit-based Beverages	LSS <sup>7</sup>	≤160	0	≤140	No added sugars	≥½ serving Vegetables and Fruit OR ≥5% DV any essential nutrient except sodium

Product	Unit <sup>6</sup>	Components Required to Limit				Components Required to Encourage
		Calories (kcal)	Saturated Fat (g) <sup>1</sup>	Sodium (mg)	Total Sugars (g)	
Vegetable- and Fruit-based Snacks	125 mL 60 g (if dried)	≤150	≤2	≤140	No added sugars	≥½ serving Vegetables and Fruit OR ≥5% DV any essential nutrient except sodium
<b>6. OCCASIONAL SNACKS</b>						
Chips, popcorn and extruded snacks	LSS <sup>7</sup>	≤200	≤2	≤360	≤12	8 g whole grain OR 2 g fibre OR ≥5% DV any essential nutrient except sodium
Other Snacks (snack items not in other categories)	LSS <sup>7</sup>	≤150	≤1.5	≤190	≤10	8 g whole grain OR 2 g fibre OR ≥5% DV any essential nutrient except sodium
<b>7. MIXED DISHES</b>						
Side Dishes (single foods)	LSS <sup>7</sup>	≤280	≤2.5	≤375	≤10	≥½ serving of any one of Vegetables and Fruit, Grain Products (with 8 g whole grain or 2 g fibre), Meat and Alternatives or Milk and Alternatives OR ≥5% DV any essential nutrient except sodium
Centre of Plate (combination foods and side dishes)	LSS <sup>7</sup>	≤450	≤10% of calories	≤480	≤15	≥1 serving of any one of Vegetables and Fruit, Grain Products (with 8 g whole grain or 2 g fibre), Meat and Alternatives or Milk and Alternatives OR ≥5% DV any essential nutrient except sodium
Complete Meals (main dishes and retail meal products that meet the “meal” regulatory definition)	LSS <sup>7</sup>	≤500	≤10% of calories <sup>2</sup>	≤600	≤17 <sup>3</sup> OR ≤12 <sup>3</sup>	≥1 serving of Vegetables and Fruit or Grain Products (with 8 g whole grain or 2 g fibre) AND ≥1 serving of Meat and Alternatives or Milk and Alternatives OR ≥5% DV any essential nutrient except sodium
<b>8. MEALS ON THE GO</b>						
Meals On The Go	Meal	≤510	≤10% of calories; meets Health Canada’s voluntary trans fat limits	≤660	≤20 <sup>4</sup> OR ≤15 <sup>5</sup>	≥1 serving of Vegetables and Fruit or Grain Products (with 8 g whole grain or 2 g fibre) AND ≥1 serving of Meat and Alternatives or Milk and Alternatives

<sup>1</sup> The trans fat limit across all categories is 0 g labelled; for foods in the Milk and Alternatives and Meat and Alternatives categories that are served either as individual foods or as part of mixed dishes or meals, naturally occurring trans fats are permitted.

<sup>2</sup> Saturated fat from a cheese component present in a Complete Meal is not counted if the cheese component meets its corresponding Milk and Alternatives category criteria.

<sup>3</sup> Sugars from qualifying Milk and Alternatives or Vegetables and Fruit products present in a Complete Meal are not counted, but the total sugars limit is set to account for sugars from all other items – the higher limit reflects when one such item is present and the limit is reduced if two such items are present.

<sup>4</sup> Sugars from a beverage present in a meal are not counted if the beverage is a Milk and Alternatives category beverage and contains ≤25 g total sugars per 250 mL (consistent with the Milk and Alternatives category) or if it is 100% fruit juice; sugars from a yogurt or fruit product present in a meal are not counted if the product meets its corresponding Milk and Alternatives or Vegetables and Fruit category criteria and if the yogurt product is ≥175 g and ≤24 g total sugars (consistent with the Milk and Alternatives category) or if the fruit product is ≥½ serving fruit and contains no added sugar (consistent with the Vegetables and Fruit category).

<sup>5</sup> If any combination of two or more of the above qualifying beverage, yogurt and fruit products are present in a meal, sugars from the products are not counted, but the total sugars limit is reduced to 15 g.

<sup>6</sup> Any future changes to CFIA’s serving size guidance, or legislation by Health Canada, will require a review of the uniform nutrition criteria by CAI Participants.

<sup>7</sup> Labelled Serving Size

## Appendix 4

# Examples of Participants' 2015 Healthy, Active Living Messaging, Initiatives and Programs

### **Campbell Company of Canada**

- Campbell Canada continued to implement Labels for Education, a 15+ year program that is a school fundraising program with a focus on encouraging healthy eating and living habits for children. Eligible registered schools can collect labels from participating Campbell products and redeem them for educational resources ranging from sports equipment and musical instruments to health and wellness videos and books. All Labels for Education communication is directed to adults (teachers and parents).

### **Coca-Cola Ltd.**

- In 2015, along with Breakfast Club of Canada, Coca-Cola launched Minute Maid Breakfast Day in Canada to raise awareness about the importance of a balanced breakfast.
- Coca-Cola continued its support for Boys and Girls Clubs of Canada with a second grant to expand their Triple Play program in Canada. Triple Play is comprised of three components: Mind, Body and Soul. The program empowers and inspires youth by fostering positive interactions with others. In 2015, Triple Play was rolled out to 21 clubs across Canada.
- In 2015, Coca-Cola announced a program with George Brown College to provide scholarships to 20 students who were the first in their families to go to college. The awards are being presented to students at the Centre for Hospitality and Culinary Arts, the Centre for Business, and the Centre for Construction and Engineering Technologies.

### **General Mills Canada Corporation**

- General Mills provides funding for nine school breakfast programs serving more than 2,100 children in First Nations, Métis and Inuit communities through Breakfast Club of Canada. The program delivers food, funds, equipment and training to schools in low-income communities, helping them serve 350,000 breakfasts each year.
- General Mills also provides support for a greenhouse project in a community devastated by flooding in

Alberta, helping students and community members to sustainably grow nutritious food. Located at a school with an existing Breakfast Club of Canada program, the greenhouse will serve members of an adjacent First Nations community struggling with poverty and food insecurity.

- As a member of Food & Consumer Products of Canada, General Mills and 33 other food companies, in partnership with Health Canada, launched the Nutrition Facts Education Campaign (NFEC) in October 2010. The purpose of the NFEC is to increase the use and understanding of the % Daily Value on the Nutrition Facts table. In 2015, the NFEC took on a new form with participation by retailers through the Retail Council of Canada and the Canadian Federation of Independent Grocers, which worked with General Mills and Health Canada to support one consistent set of messages that will amplify the campaign's impact and increase engagement with Canadian consumers. This next phase of the NFEC will have a simple, focused approach to help increase consumers' understanding and use of serving size information, together with the % Daily Value on the Nutrition Facts table.

### **Hershey Canada Inc.**

- Hershey's promotes healthy, active lifestyles through the HERSHEY'S RUN JUMP THROW program, which is delivered through Athletics Canada.

### **Kellogg Canada Inc.**

- Given the importance of the breakfast meal, and because one in eight people around the world face food insecurity each day, in 2015, Kellogg Canada continued to support the pledge it made in 2013 to provide breakfast to children and families who need it most, through its Breakfasts for Better Days® global philanthropic initiative. In total, Kellogg Canada will donate 1 billion servings of cereal and snacks in support of global hunger relief by the end of 2016.
- Building on the company's already successful partnership with Breakfast Club of Canada, Kellogg

Canada worked to continue expanding breakfast programs across the country and advocating for the important role breakfast plays in the diet. In addition, the company continued its long-standing support of food banks through product and financial donations.

- The company also utilized its *Kellogg's* brand to support its charitable efforts behind the Breakfast for Better Days® initiative, with an integrated campaign encouraging consumers to “buy a box and help give a child a breakfast”. In this promotion, Kellogg Canada donated a portion of the purchase proceeds, up to a maximum of \$100,000, to its breakfast partners across Canada.
- Kellogg Canada continued its support of the Nutrition Facts Education Campaign (NFEC), an innovative collaboration between Health Canada, Food & Consumer Products Canada, and the Retail Council of Canada. The objective of the NFEC is to increase awareness, use and understanding of serving size and % Daily Value information on the Nutrition Facts table.
- Partnering with Evergreen, a not-for-profit organization committed to green cities and a healthy planet, the company's *Kashi*® brand continued its support of the Plant it Forward® initiative and donated \$50,000 to Evergreen's Seeding Healthy Communities program to help build and support urban food gardens across Canada. This initiative gave community residents the opportunity to take part in the planning process and build a garden that provided food to nourish their families and friends.
- Kellogg Canada continued its support of nutrition research through sponsorship of the Canadian Foundation for Dietetic Research (CFDR).
- Kellogg Canada provided support to annual conferences of various associations, including: the Canadian Nutrition Society, Dietitians of Canada and the 33<sup>rd</sup> International Symposium on Diabetes and Nutrition.

#### **Kraft Canada Inc.**

- Kraft Canada promoted healthy, active lifestyles with the Kraft Hockeyville Program for the ninth year in 2015. This fully integrated program brings communities together to rally around their love for hockey and their local arena. Kraft believes that communities build hockey and hockey builds communities. Canadians nominate their community if they believe that it should be the next Kraft Hockeyville. If they are successful in the program, they

win \$100,000 for arena upgrades and a preseason NHL® game in their community. A total of \$600,000 was distributed to the winning and nine runner-up communities in 2015.

- To promote healthy, active lifestyles during the spring and summer, Kraft Canada executed Kraft Project Play. Kraft Project Play is an evolution of the Kraft Celebration Tour. Over the past six years, the Kraft Celebration Tour has awarded \$1,575,000 to help communities build better places to play. With Kraft Project Play, Kraft reinvigorated the program and reallocated funds for improvements to recreation facilities so that they would make tangible and measureable differences in communities across Canada. Kraft Project Play is helping to build a better future by building better places to play. The 2015 winning community received \$250,000 toward upgrading their soccer fields, allowing more kids to use these spaces and to engage in sport. Each of the three runner-up communities received \$25,000.

#### **McDonald's Restaurants of Canada Limited**

- As part of its ongoing commitment to healthy, active lifestyles, McDonald's developed eight :10 and one :05 second closed captioned vignettes – two vignettes for each season (one for fall) and two generic vignettes – portraying fun outdoor activities (hula, sandcastle, snowman, patterns, fall leaves, swing, butterfly). No food is shown in these vignettes.

#### **Mondelēz Canada**

- Mondelēz continued to partner with Boys and Girls Clubs of Canada to support its Cool Moves program, which provides education to children aged 7–12 on healthy eating, nutritious snacks and active play.
- Mondelēz also continued to support the United Way and directs all corporate donations to children's programs focused on increasing access to healthy food, nutritious snacks and active play.
- As a partner of Food Banks Canada (FBC), Mondelēz continued its commitment to helping FBC secure fresh food for Canadians and expand its national fresh food program.
- Mondelēz is a supporter of the Nutrition Facts Education Campaign, a collaborative partnership between Health Canada and Food & Consumer Products of Canada to help Canadians better understand the Nutrition Facts table and make informed choices.

### **Nestlé Canada Inc.**

- Nestlé is a partner of the Canada Agriculture and Food Museum (CAFM). As part of this partnership, Nestlé is the title sponsor of the Nestlé Good Food, Good Life Learning Lab and the exhibition titled *Food Preservation: The Science You Eat*. This exhibit highlights the role science plays in delaying food decay and keeping food nutritious and safe from farm to fork. In this interactive museum experience, visitors can explore the fascinating world of food preservation, both at home and in larger-scale operations.
- As well, the CAFM has developed a program that educates kids in classrooms across Canada about the importance of healthy eating and physical activity. The Healthy Kids Quest is a free resource package for teachers and community group leaders aimed at encouraging young people to make healthy lifestyle choices. This resource package is part of the CAFM's five-year commitment to food literacy. The program was developed by the CAFM with support from Nestlé and the Government of Canada.
- Nestlé has supported the development of two nutrition education programs as part of the Feeding Families initiative of Food Banks Canada. The first program was directed at food bank volunteers, staff and clients, providing tips and information for preparing healthy meals on a budget. The second program provided children with a booklet that used fun and interactive games to convey healthy eating tips and information.
- Long Live Kids Program – As part of its involvement with Companies Committed to Kids, Nestlé supports social marketing campaigns aimed at improving the health of Canadian children by encouraging them to eat healthy, stay active and be media-wise. The outreach is carried out through public service announcements and education programs across the country.
- Nutritional Compass – All of Nestlé's packaging includes information to help consumers make informed choices by highlighting a nutrient, such as calcium or sodium, or an ingredient such as whole grain, and discussing how it fits into an overall diet.
- Kids Help Phone – Nestlé is a founding sponsor of Kids Help Phone, a national, bilingual, 24-hour, toll-free telephone and e-mail counselling service that provides the immediate support children and youth need and deserve.

- Nutrition Facts Education Campaign – Nestlé is a supporter of the Nutrition Facts Education Campaign (NFEC), a collaborative program between Health Canada and Food & Consumer Products of Canada to help Canadians to better understand the Nutrition Facts table and % Daily Value.

### **Parmalat Canada Inc.**

- Parmalat is a founding sponsor of Kids Help Phone, a national, bilingual, 24-hour, toll-free telephone and e-mail counselling service that provides the immediate support children and youth need and deserve.
- Parmalat is a partner with Companies Committed to Kids (CCK). Established in 1990, CCK works to support and contribute to the establishment of the highest standards and codes of conduct for responsible advertising to children. As well, CCK plays a leading role in providing children with media literacy education and social messaging that will help them to build healthy, active lives.
- In order to help consumers make informed choices about the snack foods they consume, Black Diamond Cheestrings revised the health benefit information on the front of its packages.

### **PepsiCo Canada ULC**

- PepsiCo continued its support of the Nutrition Facts Education Campaign, a collective partnership between Health Canada and Food & Consumer Products of Canada. The objective of the program is to help Canadians develop a better understanding of the Nutrition Facts table and % Daily Value.
- PepsiCo partnered with the beverage industry to launch "Clear on Calories", a front of pack caloric labelling initiative to help Canadians understand the caloric content of beverages so they can make more informed purchasing and consumption decisions for themselves and their families.
- PepsiCo supported charitable organizations and program sponsorships, including: the YMCA Strong Kids Events, Food Banks Canada, United Way and ONEXONE First Nations breakfast program.
- PepsiCo supported nutrition research through sponsorship of the Canadian Foundation for Dietetic Research.
- PepsiCo complies with voluntary guidelines through the Canadian Beverage Association regarding the sale of healthier beverages in schools, ensuring that

- students have greater access to nutritious and lower-calorie beverages.
- As a member of Companies Committed to Kids, PepsiCo supports social marketing campaigns aimed at improving the health of Canadian children by encouraging kids to eat healthy, stay active, and be media-wise.
  - PepsiCo Beverages Canada partnered with the beverage industry, the Canadian Beverage Association and the Conference Board of Canada to launch a new industry effort called Balance Calories, the goal of which is to reduce per capita beverage calories consumed by 20% by 2025.

#### **Post Foods Canada Inc.**

- In an effort to fight hunger in its communities, Post continued to proudly support food banks across Canada. In 2015, Post partnered with the Breakfast Club of Canada and donated 103,000 bowls of cereal to help schoolchildren have a healthy and nutritious start to their day.
- Post donated \$100,000 and over 120 hours of volunteer work to Habitat for Humanity in 2015. Habitat for Humanity is a non-profit organization that provides affordable housing for low-income families. Through home ownership, families are able to achieve greater stability and improve their overall health, while building equity for their future.

## Appendix 5

### CAI Core Principles (updated January 2016)

#### **Our Vision**

The food and beverage industry in Canada is committed to advertising and marketing products to Canadian children in a responsible way to help prepare them to make wise decisions about nutrition and health. We recognize that the special nature and needs of children requires particular care and diligence on the part of advertisers.

#### **Our Commitment**

The food and beverage industry plays a significant role in supporting the health of Canadians, especially children. Accordingly, companies participating in this initiative are committed to shifting their children's advertising and marketing emphasis to foods and beverages that are consistent with the principles of sound nutrition guidance, including those that are lower in total calories, fats, salt and added sugars and that are higher in nutrients that are significant to public health.

These commitments are realized through the five Core Principles that follow. The principles have been expanded, since they were first developed in 2007, to reflect the ongoing commitment of the Participants to continue to broaden their efforts to support healthier dietary choices and healthy lifestyles to children under 12 years of age.

#### **Core Principles**

##### ***Advertising messaging and content***

Participants commit that 100% of their television, radio, print and Internet advertising directed primarily to children under 12 years of age<sup>1</sup> will be for products that represent healthier dietary choices (better-for-you products) pursuant to the Canadian Children's Food and Beverage Advertising Initiative's category-specific Uniform Nutrition Criteria, set out in the *Uniform Nutrition Criteria White Paper*. Alternatively, they may commit to not direct advertising primarily to children under 12 years of age<sup>2</sup>.

<sup>1</sup> Measured in media impressions at the time the advertising is purchased, as determined by reliable third-party data such as Numeris ratings for TV and radio, ComScore for Internet, Vividata for print, COMB (Canadian Out-of-Home Measurement Bureau) for outdoor and others. The commitment will be calculated separately for each advertising medium. Measurement of advertising on company-owned websites will be determined in accordance with standards established as part of the company's commitment.

<sup>2</sup> Participants also are encouraged to disseminate healthy lifestyle messaging. This could include messaging that encourages physical activity or good dietary habits, consistent with established scientific and/or government standards.

### *Child-Directed Content*

This principle also applies to advertising that is directed primarily to children in the following media:

- company-owned websites or micro-sites directed primarily to children under 12 years of age;
- video and computer games rated Early Childhood (EC), which are inherently directed primarily to children under 12, and other games that are age-graded on the label and packaging as being directed primarily to children under 12;
- DVDs of movies that are rated “G”, whose content is directed primarily to children under 12, and other DVDs whose content is directed primarily to children under 12;
- mobile media such as cellphones, smartphones, tablets, other personal digital devices, and through word of mouth<sup>3</sup> where advertising on those media is directed primarily to children under 12.

### *Use of Products in Interactive Games*

Participants commit that, in any interactive game directed primarily to children under 12 (in whatever format: online, disk or cartridge), where the company’s food or beverage products are incorporated into the game, the interactive game must incorporate or be accompanied by products representing better-for-you products.

### *Use of Licensed Characters, Celebrities and Movie Tie-ins*

While the use of licensed characters, celebrities and movie tie-ins is already restricted in children’s broadcast advertising<sup>4</sup>, Participants also commit to ensure that their use of third-party licensed characters, celebrities and movie tie-ins in advertising that appears in other media directed primarily to children under 12<sup>5</sup> complies with the messaging and content principles set out above.

### *Product Placement*

Participating companies commit to not paying for or actively seeking to place their food or beverage products in the program/editorial content of any medium directed primarily to children under 12 for the purpose of promoting the sale of those products.

### *Advertising in Schools*

Participating companies remain committed to adhering to standards established by schools individually and by school boards overall. Furthermore, Participants commit to not advertise food or beverage products in elementary schools – pre-kindergarten through Grade 6<sup>6</sup>.

### *Implementation*

Each participating company formalizes and publishes an individual plan, commitment details, and implementation schedule that have been approved by ASC, the program administrator. A copy of each participating company’s current commitment document is posted on the Canadian Children’s Food and Beverage Advertising Initiative section of ASC’s website: [adstandards.com/childrensinitiative](http://adstandards.com/childrensinitiative)

### *Auditing and Enforcement*

The plans for each participating company, including their specific commitments, are established in consultation with ASC.

ASC is responsible for auditing commitments by participating companies. In order to confirm compliance by participating companies, auditing includes the review of advertising materials, product information, and media impression information submitted to ASC on a confidential basis.

ASC publishes annual Compliance Reports identifying those companies that meet/exceed their commitments, as well as those who have failed to do so. ASC also responds to all public inquiries relating to these Reports.

<sup>3</sup> The commitment regarding word of mouth advertising refers to advertising where a Participant provides incentives (financial or otherwise), product samples or other support to individuals or groups who are not employees to promote consumption of branded food or beverage products or to promote discussion of such products, and the advertising is directed primarily to children under 12 years of age.

<sup>4</sup> *The Broadcast Code for Advertising to Children* – Clause 7: Promotion by Program Characters, Advertising-Generated Characters, and Personal Endorsements.

<sup>5</sup> This commitment does not extend to the use of licensed characters on packaging, provided the packaging does not appear in advertising directed to children under 12. This limitation will not apply to the use of company-created/owned characters.

<sup>6</sup> This limitation will not apply to displays of food and beverage products, charitable/not-for-profit activities, including fundraising, public service messaging and educational programs.



# Appendix 6

## Framework for Regulating Children’s Advertising in Canada<sup>†</sup>

### Overview

Canada has a robust framework for regulating children’s advertising, including both regulatory and self-regulatory components. Children’s food and beverage commercials are subject to *The Broadcast Code for Advertising to Children (Children’s Broadcast Code)*. Adherence to the *Children’s Broadcast Code*, which requires preclearance of each children’s commercial by ASC’s Children’s Clearance Committee in advance of airing, is a condition of broadcast licence by the Canadian Radio-television and Telecommunications Commission (CRTC). In accordance with the provisions of the *Children’s Broadcast Code*, the Children’s Clearance Committee includes industry and parent representatives, as well as a CRTC representative. In addition, prior to broadcast, each children’s food and beverage commercial undergoes a separate technical review to ensure compliance with the applicable provisions of the federal *Food and Drugs Act and Regulations* and the Canadian Food Inspection Agency’s *Food Labelling for Industry*.

In addition, all children’s television commercials must receive clearance from Telecaster services of think**tv** prior to being aired by its private broadcaster members. In accordance with think**tv**’s Rating Code Guideline, Telecaster assigns a “C” rating to commercials approved by ASC’s Children’s Clearance Committee. The “C” rating informs the member broadcasters that a commercial has received approval from ASC’s Children’s Clearance Committee and that the commercial may air during children’s programming.

Canada’s self-regulatory system also includes a rigorous system for responding to consumer complaints about advertisements in all media, including the Internet, under the provisions of the *Canadian Code of Advertising Standards (Code)*, which covers all media. The *Code* and its *Interpretation Guidelines* include special provisions regarding advertising to children.



### Excerpts from *The Broadcast Code for Advertising to Children*

#### II. The Code

##### 1. Definitions

- (a) “Children’s Advertising” refers to any paid commercial message that is carried in or immediately adjacent to a children’s program. Children’s advertising also includes any commercial message that is determined by the broadcaster as being directed to children and is carried in or immediately adjacent to any other program.
- (b) Children – “Children” refers to persons under 12 years of age.
- (c) A Child Directed Message – “A child directed message” refers to a commercial message on behalf of a product or service for which children are the only users or form a substantial part of the market as users, and the message (i.e. language, selling points, visuals) is presented in a manner that is directed primarily to children.

<sup>†</sup> The Quebec *Consumer Protection Act* prohibits advertising in that province to children under the age of 13.

- (d) Children’s Program – A “children’s program” refers to a program that is directed to the under-12 audience, as defined by the broadcaster.
- (e) Commercial Message – A “commercial message” has the same meaning as that defined in the Television Broadcasting Regulations, 1987.
- (f) Premium – A “premium” is anything offered with or without additional cost, and is conditional upon the purchase of the advertiser’s regular product or service.
- (g) The Code – This Code shall be known as “The Broadcast Code for Advertising to Children” and shall hereinafter be referred to as “the Code”.

## 2. Jurisdiction

All Children’s advertising must conform to the Code, be precleared in accordance with the procedures set out from time to time by the ASC and have the requisite ASC clearance number.

## 3. Factual Presentation

- (a) No children’s advertising may employ any device or technique that attempts to transmit messages below the threshold of normal awareness.
- (b) Written, sound, photographic and other visual presentations must not exaggerate service, product or premium characteristics, such as performance, speed, size, colour, durability, etc.
- (c) The relative size of the product must be clearly established.
- (d) When children’s advertising shows results from a drawing, construction, craft or modelling toy or kit, the results should be reasonably attainable by an average child.
- (e) The words “new”, “introducing”, “introduces” or similar words may be used in the same context in any children’s advertising for a period of up to one year only.

## 4. Product Prohibitions

- (a) Products not intended for use by children advertised either directly or through promotions that are primarily child-oriented.
- (b) Drugs, proprietary medicines and vitamins in any pharmaceutical form, with the exception of children’s fluoride toothpastes.

## 5. Avoiding Undue Pressure

- (a) Children’s advertising must not directly urge children to purchase or urge them to ask their parents to make inquiries or purchases.
- (b) Direct response techniques that invite the audience to purchase products or services by mail or telephone are prohibited in children’s advertising.
- (c) In children’s advertising which promotes premiums or contests, the product must receive at least equal emphasis. Promotion of the premium or contest must not exceed one-half of the commercial time. In promoting contests which have an age restriction that excludes children, this must be made clear orally or visually.

## 6. Scheduling

- (a) The same commercial message or more than one commercial message promoting the same product cannot be aired more than once in a half-hour children’s program. In children’s programs of longer duration, the same commercial message or more than one commercial message promoting the same product must not appear more than once in any half-hour period.
- (b) No station or network may carry more than four minutes of commercial messages in any one half-hour of children’s programming or more than an average of 8 minutes per hour in children’s programs of longer duration.
- (c) In children’s programs, only paid commercial messages are included in the four minutes per half-hour limitation. Promotions and public service announcements may occupy the time difference between the Code limit and the CRTC regulation limit. Broadcasters will, however, consider the appropriateness of the content of public service announcements before scheduling in children’s programs.
- (d) For the purposes of this section, the time devoted to the broadcasting of a children’s program includes any time devoted to a commercial message that is inserted within the program and/or immediately adjacent to the end of the program and also includes any time devoted to a child-directed commercial message inserted between the end of the program and the beginning of the following program.

## **7. Promotion by Program Characters, Advertiser-Generated Characters, and Personal Endorsements**

- (a) Puppets, persons and characters (including cartoon characters) well-known to children and/or featured on children's programs must not be used to endorse or personally promote products, premiums or services. The mere presence of such well-known puppets, persons or characters in a commercial message does not necessarily constitute endorsement or personal promotion. (For example, film clips or animation are acceptable as a mood or theme-setting short introduction to commercial messages before presenting the subject of the commercial message itself.) These puppets, persons and characters may not handle, consume, mention or endorse in any other way the product being advertised.
- (b) This prohibition does not apply to puppets, persons and characters created by an advertiser which may be used by advertisers to sell the products they were designed to sell as well as other products produced by the same advertiser or by other advertisers licensed to use these characters for promotional purposes.
- (c) Professional actors or announcers who are not identified with characters in programs appealing to children may be used as spokespersons in advertising directed to children.
- (d) Puppets, persons and characters well-known to children may present factual and relevant generic statements about nutrition, safety, education, etc. in children's advertising.

## **8. Price and Purchase Terms**

- (a) Price and purchase terms, when used, must be clear and complete. When parts or accessories that a child might reasonably suppose to be part of the normal purchase are available only at extra cost, this must be made clear in audio and video.
- (b) The cost must not be minimized as by the use of "only", "just", "bargain price", "lowest price(s)", etc.
- (c) The statement in audio, "it has to be put together" or a similar phrase in language easily understood by children must be included when it might normally be assumed that the article would be delivered assembled.
- (d) When more than one toy is featured in a commercial message it must be made clear in

audio and video, which toys are sold separately (this includes accessories).

## **9. Comparison Claims**

- (a) Commercial messages shall not make comparisons with a competitor's product or service when the effect is to diminish the value of other products or services.
- (b) In the case of toys or children's possessions, comparisons should not be made with the previous year's model, even when the statements or claims are valid.

## **10. Safety**

- (a) Commercial messages, except specific safety messages, must not portray adults or children in clearly unsafe acts or situations (e.g. the use of flame or fire is not permitted in children's advertising).
- (b) Commercial messages must not show products being used in an unsafe or dangerous manner (e.g. tossing a food item into the air and attempting to catch it in the mouth, etc.).

## **11. Social Values**

- (a) Children's advertising must not encourage or portray a range of values that are inconsistent with the moral, ethical or legal standards of contemporary Canadian society.
- (b) Children's advertising must not imply that possession or use of a product makes the owner superior or that without it the child will be open to ridicule or contempt. This prohibition does not apply to true statements regarding educational or health benefits.

### *Interpretation Guidelines for Clause 11*

- i. Child-directed messages for food products in broadcast advertising that are inconsistent with the pertinent provisions of the *Food and Drugs Act and Regulations*, or the Canadian Food Inspection Agency's *Food Labelling for Industry* shall be deemed to violate Clause 11 (Social Values) of *The Broadcast Code for Advertising to Children*. This *Interpretation Guideline* is intended, among other purposes, to ensure that advertisements representing mealtime clearly and adequately depict the role of the product within the framework of a

balanced diet, and snack foods are clearly presented as such, not as substitutes for meals.\*

- ii. Every “child-directed message” for a product or service should encourage responsible use of the advertised product or service with a view toward the healthy development of the child.\*\*
- iii. Advertising of food products should not discourage or disparage healthy lifestyle choices or the consumption of fruits or vegetables, or other foods recommended for increased consumption in *Canada’s Food Guide to Healthy Eating*, and Health Canada’s nutrition policies and recommendations applicable to children under 12.\*\*
- iv. The amount of food product featured in a “child-directed message” should not be excessive or more than would be reasonable to acquire, use or, where applicable, consume, by a person in the situation depicted.\*\*
- v. If an advertisement depicts food being consumed by a person in the advertisement, or suggests that the food will be consumed, the quantity of food shown should not exceed the labelled serving size on the Nutrition Facts Panel (where no such serving size is applicable, the quantity of food shown should not exceed a single serving size that would be appropriate for consumption by a person of the age depicted).\*\*

## 12. Substantiation Required

Where measurable claims are made regarding specific products - performance, safety, speed, durability, etc., the advertiser must be prepared on request to provide the Children’s Advertising Section with evidence supporting such claims, and/or a sample of the product.

## 13. Assessment

Each commercial message shall be judged on its individual merit.

## Excerpts from the *Canadian Code of Advertising Standards*

### 1. Accuracy and Clarity

In assessing the truthfulness and accuracy of a

message, advertising claim or representation under Clause 1 of the *Code*, the concern is not with the intent of the sender or precise legality of the presentation. Rather, the focus is on the message as received or perceived, i.e. the general impression conveyed by the advertisement.

- (a) Advertisements must not contain inaccurate, deceptive or otherwise misleading claims, statements, illustrations or representations, either direct or implied, with regard to any identified or identifiable product(s) or service(s).
- (b) Advertisements must not omit relevant information in a manner that, in the result, is deceptive.
- (c) All pertinent details of an advertised offer must be clearly and understandably stated.
- (d) Disclaimers and asterisked or footnoted information must not contradict more prominent aspects of the message and should be located and presented in such a manner as to be clearly legible and/or audible.
- (e) Both in principle and practice, all advertising claims and representations must be supportable. If the support on which an advertised claim or representation depends is test or survey data, such data must be reasonably competent and reliable, reflecting accepted principles of research design and execution that characterize the current state of the art. At the same time, however, such research should be economically and technically feasible, with due recognition of the various costs of doing business.
- (f) The advertiser must be clearly identified in an advocacy advertisement.

### 2. Disguised Advertising Techniques

No advertisement shall be presented in a format or style that conceals its commercial intent.

### 3. Price Claims

- (a) No advertisement shall include deceptive price claims or discounts, unrealistic price comparisons or exaggerated claims as to worth or value. “Regular Price”, “Suggested Retail Price”, “Manufacturer’s List Price” and “Fair Market Value” are deceptive terms when used by an advertiser to indicate a savings, unless they represent

\* April 2004

\*\* September 2007

Note: These Guidelines do not form part of the *Code*. They are intended to provide guidance regarding the interpretation and application of Clause 11 to food product advertising.

prices at which, in the market place where the advertisement appears, the advertiser actually sold a substantial volume of the advertised product or service within a reasonable period of time (such as six months) immediately before or after making the representation in the advertisement; or offered the product or service for sale in good faith for a substantial period of time (such as six months) immediately before or after making the representation in the advertisement.

- (b) Where price discounts are offered, qualifying statements such as “up to”, “XX off”, etc., must be in easily readable type, in close proximity to the prices quoted and, where practical, legitimate regular prices must be included.
- (c) Prices quoted in advertisements in Canadian media, other than in Canadian funds, must be so identified.

#### **4. Bait and Switch**

Advertisements must not misrepresent the consumer’s opportunity to purchase the goods and services at the terms presented. If supply of the sale item is limited, or the seller can fulfil only limited demand, this must be clearly stated in the advertisement.

#### **5. Guarantees**

No advertisement shall offer a guarantee or warranty, unless the guarantee or warranty is fully explained as to conditions and limits and the name of the guarantor or warrantor is provided, or it is indicated where such information may be obtained.

#### **6. Comparative Advertising**

Advertisements must not unfairly discredit, disparage or attack one or more products, services, advertisements, companies or entities, or exaggerate the nature or importance of competitive differences.

#### **7. Testimonials**

Testimonials, endorsements or representations of opinion or preference must reflect the genuine, reasonably current opinion of the individual(s), group or organization making such representations, must be based upon adequate information about or experience with the product or service being advertised, and must not otherwise be deceptive.

#### **8. Professional or Scientific Claims**

Advertisements must not distort the true meaning

of statements made by professionals or scientific authorities. Advertising claims must not imply that they have a scientific basis that they do not truly possess. Any scientific, professional or other authoritative claims or statements must be applicable to the Canadian context, unless otherwise clearly stated.

#### **9. Imitation**

No advertiser shall imitate the copy, slogans or illustrations of another advertiser in such a manner as to mislead the consumer.

#### **10. Safety**

Advertisements must not, without reason justifiable on educational or social grounds, display a disregard for safety by depicting situations that might reasonably be interpreted as encouraging unsafe or dangerous practices or acts.

#### **11. Superstition and Fears**

Advertisements must not exploit superstitions or play upon fears to mislead the consumer.

#### **12. Advertising to Children**

Advertising that is directed to children must not exploit their credulity, lack of experience or their sense of loyalty, and must not present information or illustrations that might result in their physical, emotional or moral harm.

Child-directed advertising in the broadcast media is separately regulated by *The Broadcast Code for Advertising to Children*, also administered by ASC. Advertising to children in Quebec is prohibited by the *Quebec Consumer Protection Act*.

#### **13. Advertising to Minors**

Products prohibited from sale to minors must not be advertised in such a way as to appeal particularly to persons under legal age, and people featured in advertisements for such products must be, and clearly seen to be, adults under the law.

#### **14. Unacceptable Depictions and Portrayals**

It is recognized that advertisements may be distasteful without necessarily conflicting with the provisions of this Clause 14; and the fact that a particular product or service may be offensive to some people is not sufficient grounds for objecting to an advertisement for that product or service.

Advertisements shall not:

- (a) condone any form of personal discrimination, including that based upon race, national origin, religion, sex or age;
- (b) appear in a realistic manner to exploit, condone or incite violence; nor appear to condone, or directly encourage, bullying; nor directly encourage, or exhibit obvious indifference to, unlawful behaviour;
- (c) demean, denigrate or disparage any identifiable persons, group of persons, firms, organizations, industrial or commercial activities, professions, products or services, or attempt to bring it or them into public contempt or ridicule;
- (d) undermine human dignity; or display obvious indifference to, or encourage, gratuitously and without merit, conduct or attitudes that offend the standards of public decency prevailing among a significant segment of the population.

## **Interpretation Guideline #2 to the Canadian Code of Advertising Standards**

### **Interpretation Guideline #2 – Advertising to Children**

2.1 As used in Clause 12 of the *Code*, the phrase “advertising that is directed to children”, (advertising to children), includes a commercial message on behalf of a product or service for which children are the only users or form a substantial part of the market as users, and the message (i.e. language, selling points, visuals) is presented in a manner that is directed primarily to children under the age of 12.

2.2 Advertising to children that appears in any medium (other than the media specifically excluded under the *Code* from the definition “medium” and from the application of the *Code*) shall be deemed to violate Clause 12 of the *Code* if the advertising does not comply with any of the following principles or practices:

#### **a. Food Product Advertising to Children**

- i. Food product advertising addressed to children must not be inconsistent with the pertinent provisions of the *Food and Drugs Act* and *Regulations* and the Canadian Food Inspection Agency’s *Food Labelling for Industry*. This *Code Interpretation Guideline* is intended, among other purposes, to ensure that advertisements representing mealtime clearly and

adequately depict the role of the advertised product within the framework of a balanced diet, and that snack foods are clearly presented as such, not as substitutes for meals.

(April 2004)

#### **b. Healthy, Active Living**

- i. Advertising to children for a product or service should encourage responsible use of the advertised product or service with a view toward the healthy development of the child.
- ii. Advertising of food products should not discourage or disparage healthy lifestyle choices or the consumption of fruits or vegetables, or other foods recommended for increased consumption in *Canada’s Food Guide to Healthy Eating*, and in Health Canada’s nutrition policies and recommendations applicable to children under 12.

#### **c. Excessive Consumption**

- i. The amount of product featured in food advertising to children should not be excessive or more than would be reasonable to acquire, use or, where applicable, consume, by a person in the situation depicted.
- ii. If an advertisement depicts food being consumed by a person in the advertisement, or suggests that the food will be consumed, the quantity of food shown should not exceed the labelled serving size on the Nutrition Facts Panel (where no such serving size is applicable, the quantity of food shown should not exceed a single serving size that would be appropriate for consumption by a person of the age depicted).

#### **d. Factual Presentation**

- i. Audio or visual presentations must not exaggerate service, product or premium characteristics, such as performance, speed, size, colour, durability, etc.
- ii. The relative size of the product must be clearly established.
- iii. When showing results from a drawing, construction, craft or modelling toy or kit, the results should be reasonably attainable by an average child.
- iv. The words “new”, “introducing” and “introduces” or similar words may be used in the same context in any children’s advertising for a period of up to one year only.

**e. Product Prohibitions**

- i. Products not intended for use by children may not be advertised either directly or through promotions that are primarily child-oriented.
- ii. Drug products, including vitamins, may not be advertised to children, with the exception of children’s fluoride toothpastes.

**f. Avoiding Undue Pressure**

- i. Children must not be directly urged to purchase or to ask their parents to make inquiries or purchases.

**g. Price and Purchase Terms**

- i. Price and purchase terms, when used in advertising directed to children, must be clear and complete. When parts or accessories that a child might reasonably suppose to be part of the normal purchase are available only at extra cost, this must be clearly communicated.
- ii. The costs of goods, articles or services in advertising directed to children must not be minimized, as by the use of “only”, “just”, “bargain price”, “lowest price(s)”, etc.
- iii. The statement “it has to be put together” or a similar phrase in language easily understood by children must be included when it might normally be assumed that an article featured in advertising directed to children would be delivered assembled.
- iv. When more than one product is featured in advertising directed to children, it must be made clear in the advertising which of the products are sold separately (this includes accessories).

**h. Comparison Claims**

- i. In advertising to children, no comparison may be made with a competitor’s product or service when the effect is to diminish the value of other products or services.

**i. Safety**

- i. Adults or children must not be portrayed in clearly unsafe acts or situations except where the message primarily and obviously promotes safety.
- ii. Products must not be shown being used in an unsafe or dangerous manner (e.g. tossing a food item into the air and attempting to catch it in the mouth).

**j. Social Values**

- i. A range of values that are inconsistent with the moral, ethical or legal standards of contemporary Canadian society must not be encouraged or portrayed.
- ii. Advertising to children must not imply that, without the advertised product, a child will be open to ridicule or contempt; or that possession or use of a product makes the owner superior (this latter prohibition does not apply to true statements regarding educational or health benefits).

**k. General**

- i. Advertising to children must:
  - use age-appropriate language that is easily understandable by children of the age to whom the advertisement is directed;
  - refrain from using content that might result in harm to children;
  - collect only the information reasonably required to allow children to engage in the activity, e.g. collect only the minimal amount of personal information sufficient to determine the winner(s) in contests, games or sweepstakes-type of advertising to children;
  - limit the advertiser’s right to deal with anyone other than the parents or guardians of children who win a contest, game or sweepstakes promotion;
  - require children to obtain their parent’s and/or guardian’s permission before they provide any information; and make reasonable efforts to ensure that parental consent is given;
  - refrain from using the data collected from children to advertise and promote products or services other than those designed for/appropriate for children;
  - not attempt to collect from children data related to the financial situation or the privacy of any member of the family. Furthermore, advertisers must not, and must not ask for permission to, disclose personal information that may identify children to third parties without obtaining prior consent from parents, unless authorized by law. For this purpose, third parties do not include agents or others who provide support for operational purposes of a website and who do not use or disclose a child’s personal information for any other purpose.

*(April 2006)*

**l. Assessment**

- i. Each advertisement shall be judged on its individual merit.  
*(January 2007)*

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