

The Children's Food & Beverage Advertising Initiative In Action

A Report on
Compliance and
Progress During 2014



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DECEMBER 2015



LETTER FROM THE PRESIDENT

As we look back on 2014, the year that is the subject of this Report, we have much to be proud of and to celebrate. In 2014, the Council of Better Business Bureaus' (BBB) Children's Food and Beverage Advertising Initiative (CFBAI) and all of CFBAI's participants used new CFBAI-developed category-specific uniform nutrition criteria to determine which foods could be advertised directly to children under age 12. These criteria are even stronger than the company-specific nutrition criteria that were used in prior years.

It was not an easy task to reach consensus on the criteria, a fact that even the First Lady of the United States has recognized. But it was worth it. The new criteria are helping us fulfill our collective commitment to improve the children's food advertising landscape in a meaningful and transparent way. CFBAI's 8th Annual Report is replete with information about the benefits of the new nutrition criteria and the hard work the participants have done to improve the foods they advertise to children.

Looking ahead to 2016, we are excited that CFBAI will be celebrating its 10th anniversary. So much has changed since BBB's historic formation of CFBAI in November 2006. From 10 charter participants back then, CFBAI now boasts 18 participants. All are leading food and beverage companies that have voluntarily pledged to advertise only foods meeting CFBAI's nutrition criteria or to not advertise to children. All agree to be held publicly accountable by BBB/CFBAI, an independent third-party, for their actions. We are delighted that CFBAI, one of many examples of BBB's strong, thoughtful and transparent self-regulation, has earned the respect of the Federal Trade Commission and so many others for the progress it is achieving. We also value the key partners that help make this program so successful.

During 2016 we will have even more developments to announce. Stay tuned.

Mary E. Power, CAE
President & CEO



CFBAI PARTICIPANTS



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EXECUTIVE SUMMARY

Earlier this year we were pleased to be able to announce in a press release, “CFBAI Celebrates New Year with New Uniform Nutrition Criteria for Child-Directed Advertising.” This release explained that during 2014 all foods advertised to children by CFBAI participants would be required to meet new, more rigorous uniform nutrition criteria that superseded the company-specific nutrition criteria that had been used previously. While some companies had been able to apply the criteria to recipes before the official implementation date, 2014 marked the first year that all participants used CFBAI’s criteria to determine what foods could be advertised to children.

2014 brought many improvements and changes to what was being advertised, and that progress has continued through 2015. Indeed, some foods that did not meet the new criteria last year, and were not advertised to children, were successfully transitioned to CFBAI’s standards this year. This Report, CFBAI’s 8th Annual Report, highlights changes in foods during 2014 and since then to meet CFBAI’s criteria, and improvements that go beyond what CFBAI requires.

— 2014 BY THE NUMBERS

Participation. In 2014, 17 companies participated, which increased to 18 in 2015. On children’s television, the participants’ ads represented the majority of the food and beverage ads that aired.

Outreach. CFBAI issued five fact sheets/press releases, filed two comments with government agencies, and presented or exhibited at eight public events in 2014. Separately, CFBAI conducted dozens of one-on-one briefings for legislators, regulators, advocacy groups and companies interested in learning more about CFBAI and food marketing to children issues.

Compliance Monitoring. CFBAI reviewed more than 4000 food and beverage ads on children’s TV networks and other media in 2014 and hundreds of pages in the detailed self-assessment reports that companies submitted.

Compliance Findings. Our independent monitoring and review of the participants’ reports showed that on some occasions foods that did not meet CFBAI’s uniform criteria appeared in child-directed programming or in digital media. All issues were resolved. Although it is difficult to quantify precisely the high level of compliance, because we found no egregious or significant problems, we judge the compliance rate to be near 100%.

Food Changes. More than 50 foods meeting CFBAI’s uniform nutrition criteria were added to CFBAI’s Product List in 2014 (this list identifies foods meeting the criteria that the participants may or do advertise to children). Additionally, the participants made recipe changes to more than 10 foods already on the Product List that reduced the calorie, sugar, saturated fat or sodium content or increased the whole grain, fruit, vegetable, dairy or key nutrient content.

Nickelodeon Snapshot Findings. These findings are from CFBAI’s review of ads that aired in a 33-hour sample of Nickelodeon programming in 2014 and a 30-hour sample in 2015.

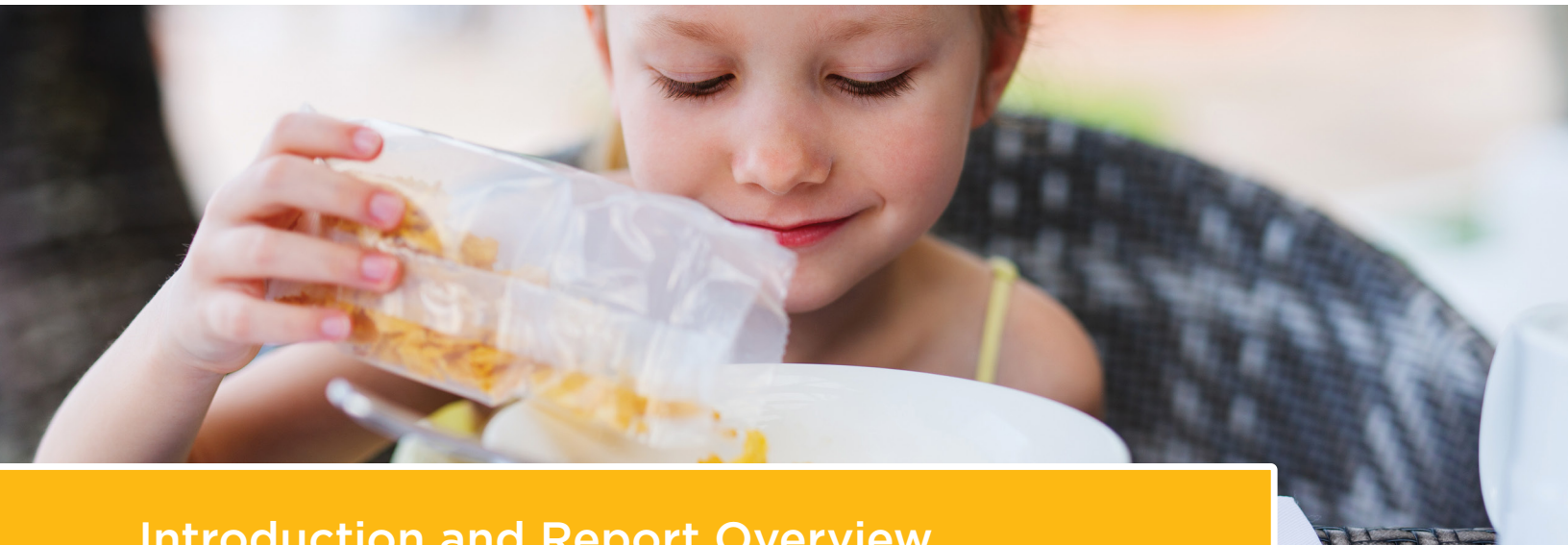
- *Percentage of Food and Beverage Ads.* In 2014 these ads represented just 23% of all the ads, and in 2015 they represented 29% of all the ads.
- *Participants’ Share of Food and Beverage Ads.* Ads from CFBAI participants represented 72% and 77% of all the food and beverage ads in 2014 and 2015 respectively.

- *Foods Most Frequently Advertised by the Participants.* Cereals were the most frequently advertised food (48%), followed in approximate equal percentages by yogurts, meals and snacks.
- *Nutrition Highlights.* In 2015, 74% of participant foods contained at least a half-serving of fruit, vegetables, whole grains or dairy, compared to 48% in 2010. These foods were advertised slightly more often than other foods in the sample, representing 82% of the participant ads in the sample.

— LOOKING AHEAD

It was exciting to see the work we completed in 2011 on CFBAI’s uniform nutrition criteria come to fruition with the full-scale implementation of the criteria in 2014. But, as we promised in 2011, we will be embarking on a review of those criteria next year following the issuance of the 2015 Dietary Guidelines for Americans. In 2016, we will be doing things a bit differently and will have some additional progress to report on our ongoing efforts to help responsible members of the food industry transform the children’s food landscape into an even healthier one.





Introduction and Report Overview

Childhood obesity is a complex problem of enormous proportions, influenced by macro-environmental as well as individual factors. Stopping and reversing the tide of obesity requires a multi-factorial, multi-sectorial and multi-stakeholder approach. No one sector alone can be effective. All stakeholders want children to grow up with healthy body weights, unburdened by obesity and its associated health problems. Although recent CDC data indicates that there has been a significant decline in the prevalence of obesity among 2- to 5-year-old children,¹ childhood obesity remains a serious problem and one that all parts of society must continue to address.

Since 2006, CFBAI and its participants, the nation's leading consumer packaged goods companies and quick serve restaurants, have contributed to being a part of the solution by committing to improve the children's food advertising landscape.² During 2014, the participants used CFBAI-developed uniform nutrition criteria to determine which foods they would advertise to children under 12. These criteria set rigorous standards for calories, nutrients to limit and nutrition components to encourage and replaced the use of company-specific nutrition criteria.

The use of nutrition criteria—initially meaningful company-specific criteria and now CFBAI's criteria—is transforming the children's food advertising arena and improving the marketplace overall. Foods popular with children, in particular yogurts and cereals, now contain fewer calories and less sugar, and many cereals now contain whole grains or a larger amount of whole grain. Other improvements include meals and small meals that contain more fruits and vegetables and mixed dishes that contain less sodium and saturated fat. The progress CFBAI is making in improving the children's food advertising landscape has been recognized by the Federal Trade Commission (FTC),³ the First Lady,⁴ and others.⁵

This Report describes our assessment of the participants' compliance with their pledges and the progress they made during 2014 in fulfilling CFBAI's goal to change the mix of products in child-directed advertising to include healthier foods.⁶ Table 1 lists the participants assessed in this report.⁷

Part II of this Report summarizes CFBAI's history and the participants' representation in food advertising to children. Part III

TABLE 1. CFBAI COMPANY COMPLIANCE ASSESSMENT LIST FOR 2014

Burger King Corporation	General Mills Inc.	Mondelēz Global LLC
Campbell Soup Company	The Hershey Company	Nestlé USA
The Coca-Cola Company	Kellogg Company	PepsiCo, Inc.
ConAgra Foods, Inc.	Kraft Foods Group ⁸	Post Foods, LLC
The Dannon Company, Inc.	Mars, Incorporated	Unilever
Ferrero USA, Inc.	McDonald's USA, LLC	

describes the nutrition developments and improvements that occurred during 2014 and more recently. Part IV explains how we assessed the participants' compliance with their pledges, why we concluded compliance

is excellent, what compliance issues we observed and what steps the participants have taken to rectify those problems. Part V is about CFBAI's plans for 2016.

NOTES

¹Ogden CL, Carroll MD, Fryar CD, Flegal KM, Prevalence of obesity among adults and youth: United States, 2011–2014. NCHS data brief, no 219. Hyattsville, MD: National Center for Health Statistics. 2015. The brief also notes that the obesity rate for youth ages 2-19 remained constant at about 17% between 2003-2004 and 2013-2014. Available at <http://www.cdc.gov/nchs/data/databriefs/db219.htm>.

²See, e.g., Institute of Medicine's 2006 report, "Food Marketing to Children and Youth: Threat or Opportunity?," which recommended that food and beverage companies shift their mix of advertising to include healthier foods. Available at <http://www.iom.edu/Reports/2005/Food-Marketing-to-Children-and-Youth-Threat-or-Opportunity.aspx>.

³The FTC's 2012 "Review of Food Marketing to Children and Adolescents" reported an improvement in the overall nutritional profile of foods advertised to youth: "Calories and the food components to reduce (sodium, sugar, saturated fat, and trans fat) all decreased, while all of the nutrients to increase showed improvements (namely, fiber, whole grain, calcium, vitamin D, and potassium)." See "A Review of Food Marketing to Children and Adolescents Follow-Up Report," FTC (Dec. 2012) at 30 ("FTC 2012 Report"). The FTC Report also noted that "The food and beverage industry, and in particular the CFBAI, has made major strides since the early days of self-regulation in 2006," and that CFBAI's "New uniform criteria . . . will likely lead to further improvements in the nutritional quality of foods marketed to children . . ." FTC 2012 Report at ES-2, available at <http://www.ftc.gov/reports/review-food-marketing-children-adolescents-follow-report>.

⁴During the 2013 White House Convening on Food Marketing to Children, the First Lady stated, "I was so pleased that 17 major American companies came together on their own as part of the Children's Food and Beverage Advertising Initiative to adopt new standards for marketing to kids. And I know this wasn't easy. Forging consensus among fierce competitors is a challenge to say the least. But these new standards are beginning to have an impact, and I commend all of these companies for taking action." Remarks during White House Convening on Food Marketing to Children (Sept. 18, 2013). Available at <http://www.whitehouse.gov/the-press-office/2013/09/18/remarks-first-lady-during-white-house-convening-food-marketing-children>.

⁵For example, in 2014 the Interfaith Center on Corporate Responsibility led a coalition of 40 institutional investors in sending letters to more than 30 food, restaurant, retail and media companies urging them to join CFBAI "as an initial yet critical step companies can take in confronting the childhood obesity epidemic." (Letters available at http://www.iccr.org/sites/default/files/resources_attachments/08.22.14CFBAI%20InvestorSign-onwsigs.pdf.)

⁶CFBAI's prior annual reports and other program materials are available on the CFBAI website at www.bbb.org/kids_food.

⁷American Licorice Company became CFBAI's 18th participant in May 2015. Its compliance will be assessed in next year's Report.

⁸In 2015, Kraft Foods Group merged with the H.J. Heinz Company to form The Kraft Heinz Company.



About CFBAI and Food Advertising to Children

CFBAI's launch in November 2006 was responsive to calls-to-action from the government and the Institute of Medicine for additional self-regulatory action on food advertising to children because of concerns about the prevalence of childhood obesity. The program's goal is to be a part of the solution to this complex problem through the use of nutrition standards to govern the foods the participants advertise to children. CFBAI complements another BBB program, the Children's Advertising Review Unit (CARU), which addresses how foods and other products are advertised to children. BBB created CFBAI to focus primarily on what foods are advertised to children.

By design, CFBAI's standards apply to advertising primarily directed to children

BACKGROUND

All CFBAI participants develop an individual "pledge" that reflects CFBAI's Core Principles regarding advertising, licensed characters, product placement, interactive games, and activities in elementary schools that are directed to children.¹⁰ Participants commit that in advertising primarily directed to

under age 12, who need special protections.⁹ On television, the key medium used to reach children, CFBAI participant advertising represents a substantial majority of child-directed food advertising. The program is not designed to address all ads children might see in this and other media, such as ads on prime time TV programs or other programs, or websites that are primarily directed to adults or families. While many children may watch family programs, sporting events and other programs, they typically represent a small percentage of the audience of these types of programs. CFBAI's focus on child-directed advertising limits the effect on communications directed to teens and adults.

children under age 12 ("child-directed advertising") they will depict only healthier or better-for-you foods. The participants agree to CFBAI oversight of their pledges and to be held accountable for failure to comply with their commitments. CFBAI extensively monitors covered media for compliance

and requires participants to submit detailed self-assessments annually. We have found outstanding compliance every year. The problems that CFBAI has detected or that participants have self-reported have been quickly remedied.

Since the program was announced in 2006, CFBAI has grown to 18 from 10 participants, with American Licorice Company having joined CFBAI in 2015. Over the years, we have strengthened the program's requirements by implementing CFBAI-developed uniform nutrition criteria¹¹ and expanding the program's scope.¹²

CFBAI makes program information public and accessible through a variety of means.

Website. CFBAI's website includes current and prior company pledges, a list of foods that meet CFBAI's nutrition criteria that are or may be advertised to children, CFBAI's comments to government agencies, statements regarding food marketing to children issues, and presentations to various organizations.¹³ It is regularly updated.

Fact Sheets. CFBAI regularly issues fact sheets that highlight program features or improvements in foods or categories of foods. In 2014 and 2015 CFBAI updated or issued new fact sheets, including:

- [CFBAI 2014 Cereals Snapshot](#) (March 2014)
- [CFBAI Program and Core Principles At A Glance](#) (June 2014)
- [What "Child-Directed Advertising" Means Under CFBAI](#) (Aug. 2014)
- [CFBAI 2015 Cereal Snapshot](#) (Nov. 2015)

Public Comments. CFBAI frequently responds to requests for comment from U.S.

government and international agencies on matters regarding food marketing to children and nutrition standards. CFBAI submitted comments in a number of proceedings in 2014 and 2015, including comments to the following organizations:

- [2015 Dietary Guidelines Advisory Committee](#) (DGAC)(March 2014)
- [USDA](#), on the proposed rule on *Local School Wellness Policy Implementation under the Healthy, Hunger-Free Kids Act of 2010* (April 2014)
- [WHO](#), on the WHO Discussion Paper for the Global Coordination Mechanism on NCDs regarding *How to Realize Governments' Commitments to Engage with the Private Sector for the Prevention and Control of NCDs* (Feb. 2015)
- [HHS/USDA](#), on the DGAC Report (May 2015)
- [WHO](#), on the WHO Interim Report of the Commission on Ending Childhood Obesity (June 2015)

Briefings, Speeches and Exhibitions. CFBAI often presents at conferences and meetings on food advertising and childhood obesity, and occasionally exhibits at conferences and expos related to food, nutrition or children's health and well-being. During 2014 and 2015, these activities included the following:

- National Restaurant Association's Nutrition Executive Study Group (March 2014)
- Tufts University Friedman School of Nutrition Science & Policy (March 2014)
- Grocery Manufacturers Association Public Policy Workshop (April 2014)

- Washington D.C. Metro Area Dietetic Association Annual Meeting (May 2014)
- CARU West Coast Conference (May 2014)
- CARU New York City Conference (Oct. 2014)
- Congressional Health and Fitness Expo (May 2014 and 2015)(exhibitor)
- ACI Summit on Food & Beverage Marketing and Advertising (July 2014)
- National PTA Conference (July 2015)(exhibitor)

PARTICIPANTS' REPRESENTATION IN CHILD-DIRECTED FOOD ADVERTISING

CFBAI participants' commitments cover a substantial proportion of all child-directed food advertising. In December 2012, the FTC reported that CFBAI-participant ad expenditures accounted for 89% of all the food advertising expenditures to children (based on 2009 data).¹⁴

In terms of ads on television, which continues to be the medium where children spend most of their time,¹⁵ the participants account for 70-80% of all the food ads on children's programming since 2012 (based on yearly analyses of ads that air during approximate 30-hour samples of Nickelodeon programming). In 2014 and 2015, CFBAI found that 72% and 77% of food

ads respectively were for CFBAI participants' pledge-compliant foods on Nickelodeon.¹⁶

This year, we also analyzed ads that aired during a 30-hour sample of Cartoon Network programming. According to Nielsen, Cartoon Network's viewership among children ages 6-11 has increased while viewership on other kids' networks has declined.¹⁷ CFBAI participants' representation appears to be lower than on Nickelodeon, as does the overall percentage of food vs. non-food advertising. On Cartoon Network, 18% of the total ads were for foods and beverages (compared to 29% on Nickelodeon), and ads from the participants represented 43% of those ads.



NOTES

⁹ Historically, self-regulation has focused on children under age 12, and thus CFBAI also focuses on this age group. Although studies suggest various ages at which children begin to understand the persuasive intent of advertising, it is generally agreed that by age 12 children do have that ability. Because special protections are important for this age group, the advertising industry always has had a set of stringent rules for advertising primarily directed to children under age 12. CARU has promoted high standards of responsible advertising to children under age 12 since 1974. (CARU's operational policies are set by the Advertising Self-Regulation Council, which is a strategic alliance of the advertising industry and BBB.) CARU has guidelines for children's advertisers to ensure that children's advertising is not deceptive, unfair or inappropriate for its intended audience. CARU's guidelines apply to all children's advertisers while CFBAI is an opt-in program.

¹⁰ The Program and Core Principles Statement (4th Edition) is attached as Appendix A. All pledges are available on CFBAI's website.

¹¹ The CFBAI Category-Specific Uniform Nutrition Criteria are attached as Appendix B.

¹² The Summary of CFBAI Program Improvements is attached as Appendix C.

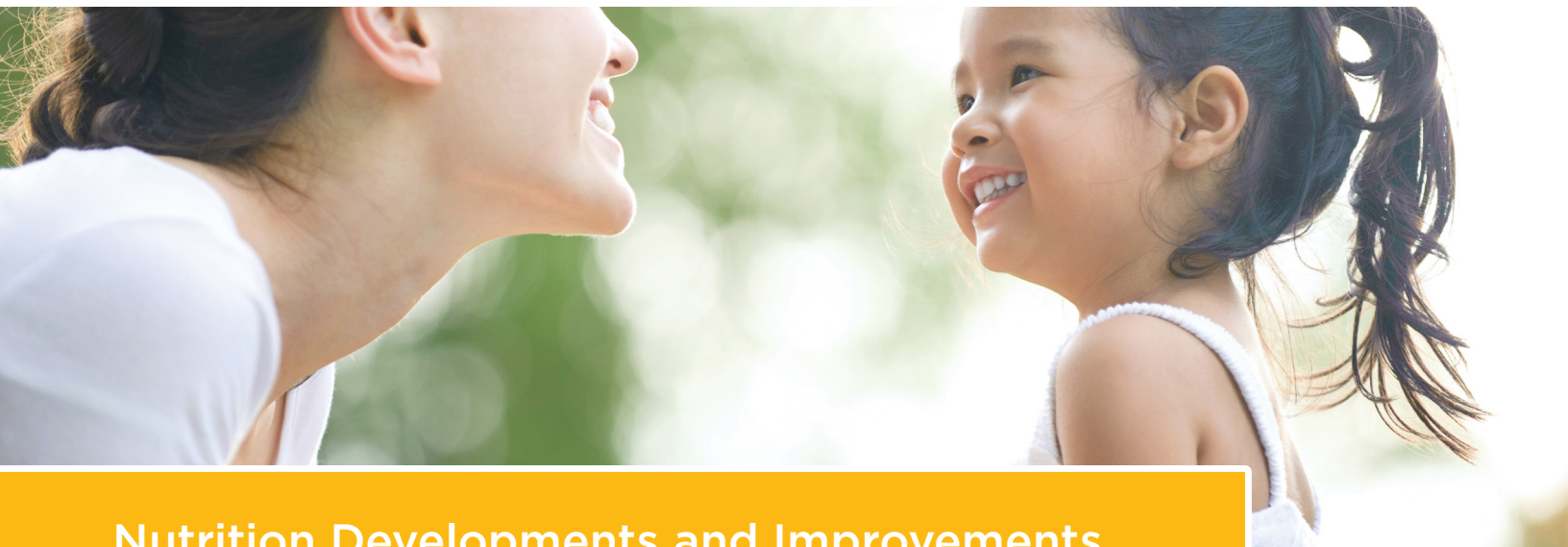
¹³ CFBAI fact sheets, public comments, and briefings generally are available on CFBAI's website.

¹⁴ See FTC 2012 Report, note 3 above. The FTC's definition of advertising to children includes items not covered by CFBAI, such as shelf placement allowances, in-store ad displays and promotions, and packaging and labeling..

¹⁵ Nielsen, "Kids' Audience Behavior Across Platforms" (Aug. 2015) ("Nielsen Report") at 8, available at <http://www.nielsen.com/us/en/insights/reports/2015/kids-audience-behavior-across-platforms.html>. According to this report, in Q4 2013, children aged 2 to 11 spent over 24 hours a week watching TV (a slight increase since 2011). Children also have increased the amount of time spent watching time-shifted TV between 2011 and 2013 (from 1:57 to 2:21 (hour:minute)), an increase Nielsen suggested may relate to increased use of on-demand services. Id. Common Sense Media also recently reported that "tweens" (children ages 8-12) ranked TV as their favorite media source and spent the most time on it. The Common Sense Census, Media Use by Tweens and Teens (Nov. 2015), available at <https://www.common sense media.org/research/the-common-sense-census-media-use-by-tweens-and-teens>.

¹⁶ Others have reported that CFBAI participant advertising represents approximately 70% of food advertising on children's television. See Kunkel, Dale L., Jessica S. Castonguay, Christine R. Filer, "Evaluating Industry Self-Regulation of Food Marketing to Children," 2015 AM. J. PREV. MED. at 4.

¹⁷ Variety reported Cartoon Network was the only kids' network to grow its overall total-day audience in the fourth quarter of 2014; Nickelodeon, however, remained more popular overall. <http://variety.com/2015/tv/news/cartoon-network-off-to-great-ratings-start-in-2015-1201431232/>.



Nutrition Developments and Improvements

In January 2014, CFBAI announced the successful implementation of its uniform nutrition criteria,¹⁸ which went into effect on December 31, 2013. The new criteria are stronger than the previously used company-specific criteria and have been recognized by the First Lady,¹⁹ the FTC,²⁰ and the USDA,²¹ as progress and for their potential to drive further improvements in the nutritional quality of foods advertised to children. The criteria have driven nutrition improvements in foods already in the participants' portfolios, and led to the development of new foods meeting these criteria.

CFBAI's criteria also have had effects beyond what the participants advertise directly to children as some participants use CFBAI's criteria to revise or create recipes for foods they do not advertise to children. Additionally, a media company, the Cartoon Network, aligned its nutrition standards for use of its licensed characters with CFBAI's criteria as of January 1, 2014.²²

This section highlights nutritional improvements in foods in child-directed advertising during 2014, and some advances that occurred during 2015.²³

CFBAI'S CATEGORY-SPECIFIC UNIFORM NUTRITION CRITERIA

Before CFBAI implemented its uniform nutrition criteria, the participants used company-specific nutrition standards to determine what foods may qualify for advertising directed to children under age 12. While many nutritional improvements flowed from the companies' criteria, the participants recognized that adopting uniform criteria would have additional advantages, which are detailed in a Fact Sheet.²⁴ Importantly, CFBAI's uniform nutrition criteria require that

the same types of foods meet the same set of criteria, regardless of the manufacturer; are stronger than the previously used company-specific criteria; and bring more transparency to the participants' commitments.

CFBAI developed its nutrition criteria based on a comprehensive review of government and other dietary recommendations, including the 2010 Dietary Guidelines for Americans ("2010 DGA");²⁵ regulatory standards for

nutrition labeling and nutrient content claims for foods and beverages; recommendations for nutritional criteria for foods marketed directly to children, foods sold in competition with school meals, and school breakfast and school lunch programs; standards of identity for foods; the Interagency Working Group's (IWG) December 2009 proposed tentative nutrition standards for marketing to children; and the IWG's subsequent April 2011 proposed voluntary nutrition principles. CFBAI's criteria also took into account food technology issues and challenges regarding consumer acceptance of changes to popular or newly-developed foods. Finally, CFBAI was sensitive to competitive issues and the criteria are purposefully flexible to encourage competition and even greater participation in self-regulation.²⁶

The uniform nutrition criteria set meaningful limits on calories, saturated fat, trans fat, sodium and sugars ("nutrients to limit") that are more stringent than the prior company-specific criteria. Moreover, to be consistent with and to promote the 2010 DGA, CFBAI set requirements for "nutrition components to encourage" (NCTE) for all categories, filling gaps that existed in some company-specific

criteria. The NCTE requirements include (i) at least a ½ serving of fruit, vegetables, whole grains or non/low-fat dairy²⁷ ("food groups to encourage"²⁸), (ii) at least one "essential nutrient" at the 10% Daily Value (DV) level,²⁹ or (iii) a combination of both. These requirements increase as calories increase and as the role of the food in the overall diet takes on greater importance (e.g., entrées). In lower-calorie foods, it may not always be feasible to include a meaningful amount of a food group/ingredient to encourage. Yet lower-calorie foods, through their essential nutrient content, may contribute meaningfully to a healthy diet.

In July 2011, CFBAI issued a White Paper explaining how the new criteria were designed to reflect meaningful, but realistic, goals for each of the 10 categories and the basis for the specific categories and nutrient requirements.³⁰ CFBAI Director Elaine D. Kolish also explained the program and bases for the criteria in a paper, "Food Advertising to Children: The Children's Food and Beverage Advertising Initiative Breaks New Ground with Uniform Nutrition Criteria for Child-Directed Advertising," published in 2014 in the peer-reviewed journal, NUTRITION TODAY.³¹

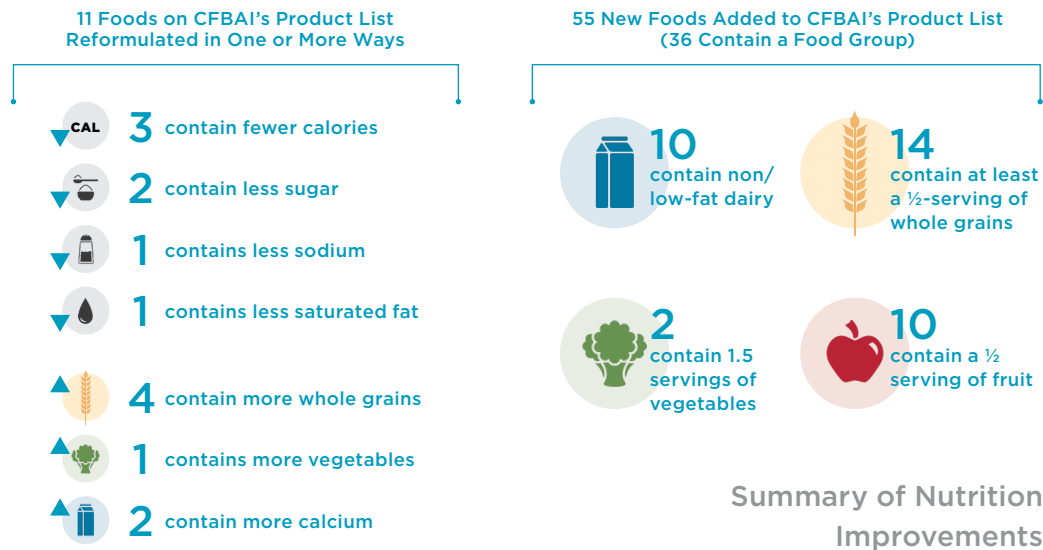


2014 HIGHLIGHTS

During 2014 the participants changed the recipes of certain foods and created new foods that they added to CFBAI's Product List.³² The recipe changes included reducing calories, sugars, sodium or saturated fat, and increasing the amount of vegetables,

whole grains or calcium (one of four nutrients identified in the 2010 DGA as a "nutrient of public health concern"³³). These changes are illustrated in Figure 1. Below we describe nutrition improvements by company and by category.

FIGURE 1. NUTRITION DEVELOPMENTS AND IMPROVEMENTS



Company Highlights

CFBAI participant changes to more than 10 foods on CFBAI's Product List include increases in fruit, vegetable and whole grain content and reductions in calories, sugar, sodium, and/or saturated fat. The participants also introduced more than 50 new foods meeting CFBAI's criteria that are popular with children, such as yogurts and smoothies.

- Campbell Soup Company** increased the whole grain content of Pepperidge Farm Goldfish Grahams to 8 grams per serving³⁴ and introduced two new varieties that contain as much whole grain but less sugar (only 7 grams per serving) than the other Goldfish Grahams varieties. In 2015, Campbell Soup

Company added new Bolthouse Farms Kids Smoothies, Shakedown and Kids Fruit Tubes to CFBAI's Product List. Each provides at least a half-serving of fruit or vegetable.

- ConAgra Foods** reduced sodium by more than 20% (to 550 from 720 mg) in its Chef Boyardee Mini Micro Beef Ravioli. It also added to CFBAI's Product List two new chicken-based Chef Boyardee canned pastas that contain 1.5 and 2 servings of vegetables, and increased the vegetable content in an existing chicken-based Chef Boyardee pasta. Now all three contain at least 1.5 servings of vegetables.

- **Dannon** introduced two kids' yogurts, Danimals Squeezables Lowfat Yogurt and Danimals Lowfat Yogurt Greek, as well as several other brands of yogurts, all of which provide at least a half-cup of non/low-fat dairy and at least 10% DV calcium.
- **General Mills** reduced the sugar and calories in its Yoplait Go-Gurt Regular & Twisted low-fat yogurts, and added 10 cereals, which each contain 10-23 grams of whole grains per serving (and no more than 10 grams of sugar).
- **Kellogg** introduced Froot Loops Bloopers, a new cereal that contains per serving 11 grams of whole grains, 10 grams of sugar and is a good source of fiber. In 2015, Kellogg reduced the sugar content of Apple Jacks and Froot Loops to 10 grams per serving.
- **Kraft** reduced both the saturated fat and sodium in Macaroni & Cheese Shapes to 2.5 from 3 grams and to 490 from 590 mg per serving, respectively.
- **McDonald's** introduced two new side items for its Happy Meals: a 25% less sugar (compared to the leading kids' yogurt), low-fat strawberry Go-Gurt yogurt and a Cuties mandarin (offered seasonally).³⁵
- **Mondelēz International** doubled the calcium in its Honey Maid Grahamfuls. Now both varieties provide 20% DV calcium and contain 8 grams of whole grains per serving.

Category Highlights

This section highlights improvements by food category, including increases in whole grains and fruit and decreases in calories and sugar, in cereals, yogurts, meals and snacks, which are the foods most frequently advertised to children under age 12.

Cereals

- **General Mills** added 10 cereals to CFBAI's product list in 2014, including several varieties of Cheerios and its popular Monster cereals, which now contain less sugar. The three Monster cereals (Count Chocula, Franken Berry, and Boo Berry) each contain 9 grams of sugar per serving, down from the 12-14 grams they contained in 2007.
- **Kellogg** reduced the sugar in its popular Apple Jacks and Froot Loops to 10 from 12 grams per serving in 2015.

A complete overview of all the ready-to-eat cereals on CFBAI's June 2015 Product List can be found in the 2015 Cereal Snapshot (Appendix D). Notably, CFBAI's analysis showed two-thirds of the cereals list whole grains as the first ingredient in the ingredients statement, more than twice as many compared to 2012. Most (77%, or 23/30) contain at least 8 grams of whole grains, and one-third contain at least 12 grams per serving.

Yogurts

- **Dannon** added Danimals Squeezables Lowfat Yogurt and Danimals Lowfat Yogurt Greek to its line-up on CFBAI's Product List. Both are good sources of calcium.
- **General Mills** reduced the sugar and calories in Yoplait Go-Gurt low-fat yogurts, to 9 from 10 grams of sugar and to 60 from 70 calories per 2.25-oz serving. Yoplait Go-Gurt yogurts are good sources of calcium and vitamin D.

Meals³⁶

- **McDonald's** introduced two Happy Meals combinations featuring a low-fat strawberry Go-Gurt yogurt with 25% less sugar than the leading kids' yogurt. McDonald's USA has sold more than 125

million Go-Gurt yogurts with children’s meals since their introduction in July 2014. In late 2014, McDonald’s added Cuties mandarins as a fresh, whole fruit side option in six of its Happy Meals combinations. From late November 2014 through March 2015, McDonald’s USA sold more than 31 million Cuties with children’s meals. In February 2014, the Minute Maid Apple Juice box available in Happy Meals was downsized from 6.75 to 6 fluid ounces, which reduced calories from 100 to 80 per juice box.

Snacks

- **Campbell Soup Company** introduced two new Pepperidge Farm Goldfish Grahams, which each contain 8 grams of whole grains per serving.
- **Mondelēz International** doubled the calcium in its Honey Maid Grahamfuls graham crackers to 20% DV (an “excellent” source). Honey Maid Grahamfuls also contain 8 grams of whole grains per serving.

NUTRITION ANALYSIS OF PARTICIPANT-ADVERTISED FOODS ON CHILDREN’S TV

As in past years, we evaluated the nutritional content of foods the participants advertised during a 30-hour sample of Nickelodeon programming. The sample is composed of ads from programs that aired on different dayparts on weekdays and weekends from February to August 2015. This analysis, a repeat of the snapshots we took in 2009, 2010, 2012, 2013, and 2014, shows the progress the participants have made in advertising healthier foods to kids. This year,

for the first time, we also report on a sample of ads on Cartoon Network.

Food Ads on Nickelodeon. Year to year, our analyses show food ads are a small portion of the ads on children’s TV programming. In 2015, food ads accounted for 29% of all ads that aired during our 30-hour Nickelodeon sample, and CFBAI participants represented 77% of those ads (see Table 2), an amount consistent with recent years.³⁷

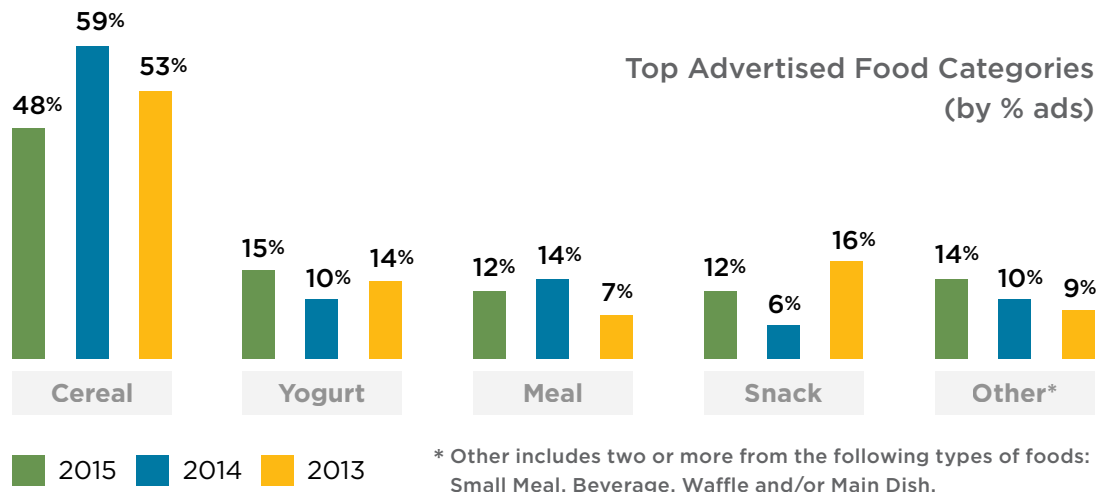
TABLE 2. NICKELODEON FOOD AND BEVERAGE AD SNAPSHOT

	2015	2014	2013
Total Number of Hours	30	33	27.5
Total Number of Ads	1,133	1,274	966
% Food Ads of Total Ads	29%	23%	24%
% Participant Food Ads of All Food Ads	77%	72%	81%
Total Number of Foods	45	38	35
% Participant Foods of All Foods	64% (29/45)	58% (22/38)	69% (24/35)

Food Category Highlights. Cereals, yogurts, meals and snacks consistently emerge as the foods the participants most frequently advertise (see Figure 2). Of the 20 different participant cereals, yogurts and meals advertised this year, 85% (all but three

of the 20) contain at least a half-serving of whole grains or fruit, or low-fat dairy.³⁸ (The three foods that do not contain food groups are “good” sources of vitamin D, which is a nutrient of public health concern.³⁹)







FIGURE 2. FREQUENTLY ADVERTISED CFBAI PARTICIPANT FOODS



Calorie Highlights. The foods the participants advertise on kids’ TV are not high in calories (see Table 3). Individual foods contain 140 calories or less per labeled serving size, while meals and small meals contain no more than 450 calories each.

Nutrition Components to Encourage Highlights. In 2015, a larger number of individual foods were advertised than in past years (see Table 2), and more foods than before contain food groups and/or nutrients of public health concern. This year, 74% of

TABLE 3. MAXIMUM CALORIES BY FOOD TYPE

Beverage ⁴⁰	Yogurt	Cereal	Snack	Small Meal	Meal
					
40	100	130	140	430	450

participant foods contained at least a half-serving of fruit, vegetables, whole grains or non/low-fat dairy, compared to 48% in 2010. By percentages of ads, the numbers are even greater for foods containing a food group. In 2015, more than 4 out of 5 ads (82%) were for

foods containing a food group, indicating that these foods were advertised more frequently than the other foods in the sample. This finding is consistent with the results from 2014 and 2013 when participants began implementing CFBAI’s uniform nutrition criteria.

Food Ads on Cartoon Network. In 2015, we analyzed a 30-hour sample of programming on Cartoon Network. The sample consists of programs that aired on different dayparts on weekdays and weekends from February to July. We found that the overall percentages of food ads and the percentage of ads

from the participants were lower than what we observed on Nickelodeon.⁴¹ The foods that the participants advertised on each network, however, were very similar. CFBAI is using these findings in its outreach and recruitment efforts.

NOTES

¹⁸ See Appendix B.

¹⁹ See note 4, above.

²⁰ In 2011, the FTC described the new criteria as “substantial progress” and as being “considerably stronger than the status quo.” Prepared Statement of the Federal Trade Commission on the Interagency Working Group on Food Marketed to Children Before the Energy and Commerce Committee, Subcommittee on Commerce, Manufacturing, and Trade and the Subcommittee on Health, U.S. House of Representatives (Oct. 12, 2011), at 9. Available at <http://www.ftc.gov/os/testimony/111012foodmarketing.pdf>.

²¹ In 2011, Dr. Robert Post, then Deputy Director, Center for Nutrition Policy and Promotion, USDA, stated, “The new uniform CFBAI nutrition criteria appear to be a step forward in changing the food advertising landscape, while also taking into consideration the feasibility of manufacturers making meaningful changes to the nutrient content of foods.” Statement of Dr. Robert Post, Before the Energy and Commerce Committee, Subcommittee on Commerce, Manufacturing, and Trade and the Subcommittee on Health, U.S. House of Representatives (Oct. 12, 2011). Available at http://archives.republicans.energycommerce.house.gov/Media/file/Hearings/Joint/101211_CMT_Health/Post.pdf.

²² See “What are Cartoon Network’s guidelines regarding licensing its characters on food and beverages in the U.S.?” Available at http://www.cartoonnetwork.com/legal/parentguide/move-it-movement/files/CN_CharacterLicensing_2013.pdf. Cartoon Network has had nutrition standards for licenses in place since 2007. Aligning with CFBAI’s criteria requires licensors to meet even tougher standards.

²² See “What are Cartoon Network’s guidelines regarding licensing its characters on food and beverages in the U.S.?” Available at http://www.cartoonnetwork.com/legal/parentguide/move-it-movement/files/CN_CharacterLicensing_2013.pdf. Cartoon Network has had nutrition standards for licenses in place since 2007. Aligning with CFBAI’s criteria requires licensors to meet even tougher standards.

²³ CFBAI participants are engaged in numerous initiatives to improve foods in their portfolios. Some examples include the following:

- Coca-Cola has joined with other beverage manufacturers and set a goal to reduce beverage calories consumed per person by 20% by 2025 as part of a commitment to the Alliance for a Healthier Generation. Available at <http://www.coca-colacompany.com/coca-cola-usbottled-old/coca-cola-joins-americas-beverage-companies-and-the-alliance-for-a-healthier-generation-in-landmark-partnership-to-promote-healthy-lifestyles/>.
- General Mills, Hershey, Kellogg, Kraft Heinz, Mondelēz International and Nestlé USA announced multi-year initiatives to remove artificial colors, flavors and/or preservatives from certain packaged food brands.
- General Mills reduced sugar in its Yoplait Original yogurt line by 25% in 2015. The reformulated yogurt has 150 calories (down from 170) and 18 grams of sugar (down from 26) per six-ounce serving. Available at <http://www.yoplait.com/Home/lessugar>.
- Kellogg has committed to reduce sodium in its cereals on average by more than 30% by 2020 and already has achieved a 29% reduction between 2007 and 2014. Available at https://www.kelloggcompany.com/content/dam/kelloggcompany/corporate_responsibility/pdf/2014/Kelloggs_CRR_2014_Marketplace.pdf.
- McDonald’s, as part of its commitment to the Clinton Global Initiative, began offering a side salad, fruit or vegetables as a substitute for fries in value meals in 2015. Available at <http://news.mcdonalds.com/press-releases/mcdonald-s-and-alliance-for-a-healthier-generation-announce-progress-on-commitme-nyse-mcd-1203234>.
- Mondelēz International has announced that by 2020 it will reduce saturated fat and sodium by 10% and increase whole grain by 25% in its snack portfolio. Available at <http://ir.Mondelēzinternational.com/releasedetail.cfm?releaseid=832100>.
- Nestlé USA committed to reduce salt by 10% in its frozen pizza and snack products by the end of 2015. Available at <http://www.nestleusa.com/media/pressreleases/pizza->
- PepsiCo made progress against its goal of reducing the average amount of sodium per serving in key global food brands, in key countries, by 25% by 2020, against a 2006 baseline. Available at http://www.pepsico.com/docs/album/sustainability-reporting/pep_csr14_sus_overview.pdf.

²⁴ The Fact Sheet on CFBAI’s Category-Specific Uniform Nutrition Criteria is available on CFBAI’s website.

NOTES *continued*

²⁵ The Dietary Guidelines for Americans provide authoritative advice about consuming fewer calories, making informed choices, and being physically active to attain and maintain a healthy weight, reduce risk of chronic disease, and promote overall health. The DGA are available at <http://www.cnpp.usda.gov/DietaryGuidelines>.

²⁶ The criteria provide flexibility on how foods may meet the requirements and thus do not unfairly favor one participant over another. Promoting rather than stifling competition among participants encourages the broadest array of nutritious and quality food choices at the lowest cost. Participating companies also may elect to adhere, in whole or in part, to even stricter nutrition criteria than CFBAI's criteria.

²⁷ The dairy requirement is adjusted proportionately for yogurts with labeled serving sizes (LSS) less than 6 fl oz, cheese with LSS less than 1 oz, and dairy-based desserts with LSS less than ½ cup.

²⁸ The 2010 DGA advise Americans to eat more fruits, vegetables, low-fat dairy and lean protein. See 2010 DGA at 34. The DGA also recommend that half of all grains consumed be whole grains and the minimum amount recommended for many people is about 3 ounce-equivalents (48 grams) per day. *Id.* at 36. According to the DGA, "[w]hole grains are a source of nutrients, such as iron, magnesium, selenium, B vitamins, and dietary fiber. Whole grains vary in their dietary fiber content. . . . Consuming enough whole grains helps meet nutrient needs. Choosing whole grains that are higher in dietary fiber has additional health benefits." *Id.*

²⁹ Essential nutrients include protein, fiber, and vitamins and minerals for which a DV has been established, including those added to meet standards of identity that have an enrichment requirement or to restore naturally occurring nutrients that are lost in processing. If the essential nutrient requirement is met through fortification, it must be a nutrient of public health concern as specified in the 2010 DGA (i.e., fiber, potassium, calcium, and vitamin D) or a nutrient required to be listed on the Nutrition Facts Panel (NFP) (i.e., iron, vitamin A, and vitamin C in addition to dietary fiber and calcium). In 1993, in final regulations implementing the Nutrition Labeling and Education Act, the Food and Drug Administration (FDA) identified calcium, iron, vitamin C, and vitamin A as nutrients of public health concern and required the amount of these nutrients to be declared in the NFP. These same nutrients also are included in FDA's definition of "healthy."

³⁰ The White Paper is available on CFBAI's website.

³¹ The abstract is available at http://journals.lww.com/nutritiontodayonline/Abstract/2014/03000/Food_Advertising_to_Children__The_Children_s_Food.7.aspx.

³² CFBAI's Product List is a listing of the foods that the participants indicate may be the subject of child-directed advertising. The participants may have other products that meet the criteria that are not advertised to children. Some participants choose to not engage in child-directed advertising even if they have foods that meet CFBAI's nutrition criteria. The Product List is updated periodically and is available on CFBAI's website.

³³ The 2010 DGA (at 33) describe potassium, fiber, calcium and vitamin D as "nutrients of public health concern" because the dietary intakes of these nutrients are low enough to be of public health concern for both adults and children.

³⁴ The 2010 DGA (at 37) consider 8 grams to be a significant amount of whole grains per ounce-equivalent.

³⁵ McDonald's also has made significant in-restaurant changes. It removed soft drinks from the Happy Meals portion of U.S. menu boards in July 2014, as a result of a partnership with the Alliance for a Healthier Generation and the Clinton Foundation. It now only promotes 100% juice, low-fat or fat-free milk, or water as a beverage choice with Happy Meals on menu boards and in-restaurant advertising. In the first 11 months after this action, McDonald's USA sold 21 million more low-fat and fat-free milk jugs and 100% apple juice boxes in Happy Meals and a la carte compared to the same period a year earlier (July 2014 to May 2015). Since the menu board change, the company has reported that 9% more customers select milk and juice. Before the change, 37% of customers chose milk and juice; and after, the percentage increased to 46%. During the same period, the percentage of customers selecting soda decreased from 56% to 48%.

³⁶ Burger King did not make any significant changes in 2014. It continued to offer its qualifying kids' meals, which all provide at least two servings of fruit and/or dairy from apple slices and fat-free milk. Burger King's kids' oatmeal breakfast provides an additional almost two servings of whole grains.

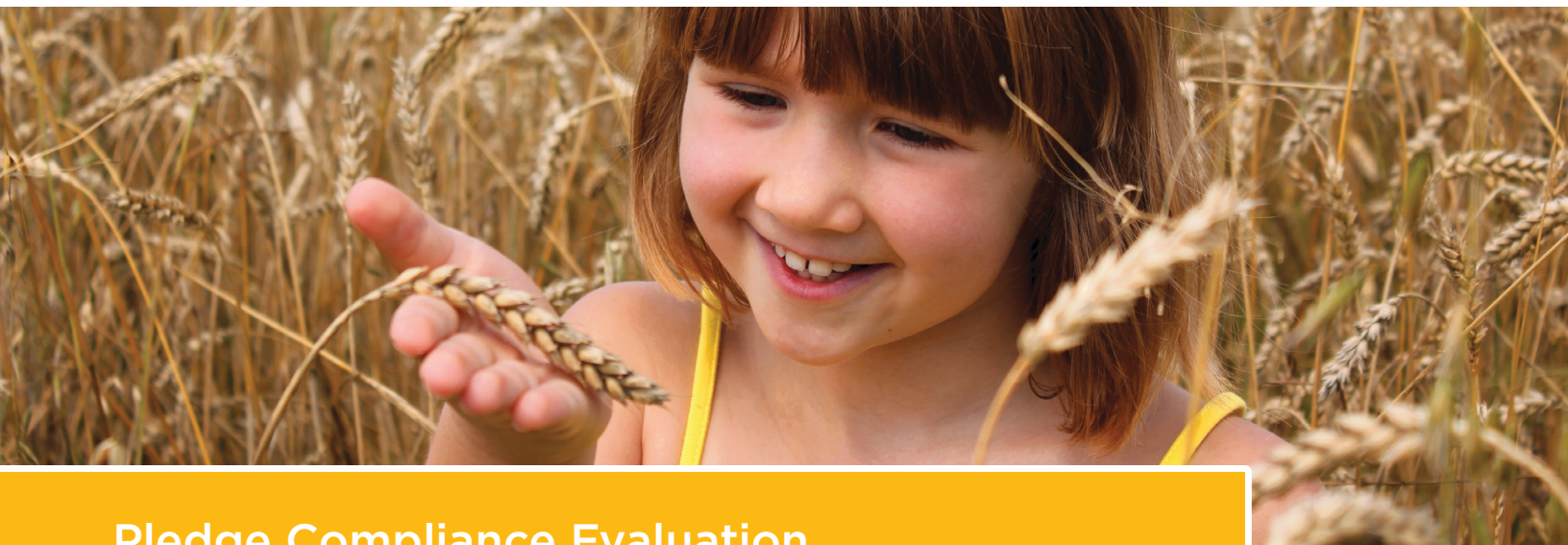
³⁷ Two non-participant companies accounted for more than 70% and 55% of all the non-participant food ads on Nickelodeon and Cartoon Network, respectively. The foods featured in these ads do not appear to meet CFBAI's nutrition criteria, exceeding the limits for saturated fat and sugars and contributing little or no positive nutrition components. We and others have asked these companies (and other companies advertising on these children's networks) to join CFBAI or to adopt CFBAI's or other nutrition criteria.

³⁸ We did not use a half-serving minimum for dairy products because some products, such as yogurts, are individually packaged in less than 4-ounce serving sizes.

³⁹ See note 33, above.

⁴⁰ Beverages that meet FDA regulations for "low calorie" and "very low sodium" are exempt from the criteria.

⁴¹ See note 17 above and accompanying text.



Pledge Compliance Evaluation

CFBAI found outstanding compliance during its 2014 comprehensive pledge compliance review.⁴² There were few compliance issues overall, and none were significant. In response to self-reported or CFBAI-identified issues, the participants promptly addressed problems or concerns, and established or augmented procedures where necessary to prevent the issues from reoccurring.

This section of the Report summarizes CFBAI's evaluation process, including an overview of our media monitoring practices, and the results of CFBAI's assessment of the participants' compliance with their pledges.

COMPLIANCE EVALUATION OVERVIEW

CFBAI's evaluation has two key components. First, CFBAI extensively monitors covered media to assess whether the participants are abiding by their commitment to advertise only foods that meet meaningful nutrition criteria in child-directed advertising or to not engage in child-directed advertising.⁴³ Second, CFBAI carefully reviews the detailed compliance self-assessments that each participant submits annually. We also investigate any complaints we may receive.

CFBAI consistently has reported a very high level of compliance, a finding generally also reported by other groups.⁴⁴ Each company has developed, implemented and monitored

an extensive internal system to ensure that it meets its CFBAI commitments.⁴⁵ To comply with the self-assessment requirement, the participants also must collect, evaluate and submit detailed information regarding each pledge commitment. The participants report that CFBAI's self-assessment requirements, while resource intensive, are useful for maintaining high levels of compliance. Achieving and maintaining compliance also requires training and legal review, which involves the participants' attorneys and/or special committees reviewing their child-directed advertising and media buys.⁴⁶

MEDIA COMPLIANCE ASSESSMENT

This section describes how CFBAI monitors compliance with covered media and our findings.

CFBAI Monitoring.

To assess the participants' compliance with their pledges, on an ongoing basis CFBAI independently monitors advertising on measured media (TV, including Spanish-language children's programs), print, radio, the Internet (including company-owned and third-party websites), and on new and emerging media, such as apps available on tablets and smart phones. In 2014 we began monitoring video on demand ("VOD"). For measured media such as TV, child-directed advertising generally means advertising for which children ages 2-11 constitute at least 35% of the expected audience ("audience threshold") at the time of the media buy. Some participants use a lower audience threshold.⁴⁷

By all accounts, children consume multiple types of media and spend considerable amounts of time in front of many types of screens. Despite the proliferation of platforms, television remains children's favorite media for consuming content,⁴⁸ and the one on which they spend the most time.

In 2014, most participants engaged in child-directed advertising placed ads on TV. The vast majority of this advertising

took place on three children's cable television networks—Nickelodeon, Cartoon Network, and Disney XD, with some additional advertising on The Hub.⁴⁹ As we reported last year, participants reported that they have conducted little child-directed Spanish-language food advertising and our monitoring has confirmed this. Most of the participants that advertise to children have at least one child-directed website with games and many advertised their foods on child-directed third-party websites.⁵⁰

Although traditional TV remains the favored medium of children under 12, children's VOD use is increasing, mirroring the overall population's growing use of this medium. VOD allows users to select and watch video content whenever they want and through different platforms.⁵¹ Driven by strong consumer demand, the variety of VOD services in general and child-directed content in particular continues to expand.⁵² CFBAI and its participants treat advertising on VOD children's content as covered by CFBAI commitments, regardless of the particular device on which children view that content. At this time many of the most popular VOD services are ad-free. Hulu offers some free, ad-supported programming, including children's programming, which CFBAI therefore periodically monitors.⁵³ Because audience demographics for particular shows or segments have not been available for Hulu, CFBAI monitors the program or segment of programs that Hulu has designated as for children.⁵⁴

Table 4 summarizes CFBAI's 2014 monitoring efforts.

TABLE 4. CFBAI 2014 MONITORING			
Media	Amount/Frequency	Comments	Participant Use
Television (including Spanish-language TV)	-4,000 F&B ads/periodic	CFBAI reviewed CARU's food and beverage ad monitoring results and ads on programming that aired on children's networks	Frequently used (Advertising in Spanish-language children's programming infrequently used)
Radio	Periodically listen to Radio Disney	Radio Disney is the primary station that is child-directed	Infrequently used
Print	Reviewed issues of children's print titles available at Library of Congress	Also reviewed F&B ads from CARU's children's magazine subscriptions	Infrequently used; most ads are in <i>Sports Illustrated for Kids</i> , <i>National Geographic for Kids</i>
Internet	Regularly monitor child-directed company-owned and 100+ child-directed third-party sites	Child-directed definition goes beyond % of child visitors Not all sites require registration/are tracked Sites with <35% child visitors may be deemed child-directed based on a qualitative analysis of content, language, graphics, pictures, games, age limits ⁵⁵ and/or where other ads for the foods or websites are placed	Frequently used
Mobile Media	Periodic monitoring of mobile-optimized sites; selections on Apple's App Store and participants' child-directed apps		Mobile advertising frequently used; ads in mobile apps infrequently used
VOD (Hulu)	Periodic monitoring of free kids' shows	Hulu is primary source of ad-supported SVOD	Infrequently used

Key Compliance Findings.

Overall compliance was excellent. We found some compliance issues on television programming, including a few instances of ad placements on preschool shows, and in digital media and VOD (Hulu). In some cases the ads on preschool shows were for foods on CFBAI's Product List, but the ads should not have aired because the participants had policies to not advertise to children under age 6. As we noted in the 2013 Report, in 2014 we also found some food ads intended for adults on Hulu children's programming. Because of our monitoring, which showed that subscription and registration data do not reflect the age of viewers of specific shows, participants have added non-age related filters, such as TV or movie ratings or genre filters (such as "Kids" or "Saturday Morning Cartoons"), and show-specific "do not advertise" lists.

Below we summarize our findings by media platform and CFBAI requirements.

- **Child-directed video games or DVDs.** Companies did not report advertising in these media and we do not have any information to the contrary.
- **Digital.** Compliance was generally good. Some issues are noted in Table 5.
- **Licensed characters, celebrities or movie tie-ins.** We observed their use only in conjunction with qualified foods.
- **Mobile.** The foods featured in the child-directed ads and apps we reviewed met CFBAI's nutrition criteria.⁵⁶
- **Pre-school advertising.** CFBAI monitors and reports on compliance with the participants' policies to not direct advertising to children under age six.⁵⁷ Compliance with these policies was generally good. Some issues are noted in Table 5.
- **Print and Radio.** No compliance issues. Few participants advertised in these media.
- **Product Placement.** We did not observe any compliance issues and no participant reported any issues.⁵⁸
- **Spanish-language children's programs.** We have not observed nor have our participants reported a significant amount of advertising on such programming.
- **Television.** Compliance was generally good. Some issues are noted in Table 5.
- **VOD.** Most VOD services are not ad-supported. Some issues on Hulu are noted in Table 5.
- **Word-of-mouth advertising.** No WOM advertising was reported or observed by CFBAI.

Table 5 below describes the compliance issues we identified.

TABLE 5. 2014 SUMMARY OF COMPLIANCE ISSUES			
Brand/Product	Medium	Issue (See note 43 for a description of “qualifying” foods)	Comments/Resolution
Burger King Corp.			
BK Kids Meal	TV: Preschool shows	Qualifying food but advertised on programs directed to children under 6	Self-reported; new media buying agency insufficiently trained regarding company’s policy regarding not advertising to children under age 6; training materials and buying guidelines revised to emphasize this policy.
ConAgra Foods			
Reddi Whip	VOD: Hulu children’s show	Non-qualifying food	Additional filters added to Hulu buys.
Kid Cuisine	Digital: Third-party website	Digital banner ads showed brand mascot and logo with no qualifying food	In-house counsel reminded marketing team that qualifying food must be included in banner ads.
Ferrero			
Nutella, Tic Tac	TV: Hub, Nick Jr. shows	Non-qualifying foods	Limited number of ads aired as a result of run-out of previous contractual agreements.
General Mills			
Pillsbury Rolls, Yoplait Greek and Light Yogurts, Totino’s Pizza Rolls, Green Giant vegetable blends	Digital: Third-party websites	Foods not on CFBAI Product List (some foods met CFBAI’s criteria and some did not)	Adding sites to company “blacklist.”
Yoplait Go-Gurt, Fruit Snacks	Digital: Preschool website	Qualifying food but advertised on site directed to children under age 6	Adding sites to company “blacklist.”
Hershey			
Jolly Rancher	VOD: Hulu children’s show	Non-qualifying food	Additional filters added to Hulu buys

Brand/Product	Medium	Issue (See note 43 for a description of “qualifying” foods)	Comments/Resolution
Kellogg Company			
Frosted Flakes	TV: Spanish-language preschool show	Qualifying food but advertised on program directed to children under age 6	Company discontinued media buys to this show.
Special K	VOD: Hulu children’s shows	Food not on approved foods list (qualifying food)	Additional filters added to Hulu buys.
Kraft			
Crystal Light, Lunchables Uploaded	Digital: Third-party websites	Non-qualifying foods	Mom-targeted campaigns that ad network served in error; sites placed on blacklist.
Miracle Whip, Jell-O, Velveeta	VOD: Hulu children’s shows	Non-qualifying foods	Additional filters added to Hulu buys.
McDonald’s			
Iced Coffee	VOD: Hulu	Non-qualifying food	Additional filters added to Hulu buys.
Mars, Incorporated			
Wrigley Orbit and Extra Sugarfree Gums	VOD: Hulu children’s shows	Gums exempt foods but not on approved foods list	Additional filters added to Hulu buys.
Skittles	Digital: Third-party website	Non-qualifying food	Site not on approved list but vendor used ad network that included site by mistake.
Nestlé			
Digiorno Pizza	VOD: Hulu children’s shows	Non-qualifying food	Additional filters added to Hulu buys.
Post			
Honey Bunches of Oats	TV: Preschool show	Qualifying food but advertised on program directed to children under age 6	Ad agency error.

Other Media Findings.

In addition to the issues described in Table 5, on a small number of occasions there were ads for non-qualifying foods on TV and the Internet that either did not constitute violations or were technical violations for the reasons described below.

Differences between audience demographics as purchased and as aired. Most instances of ads for non-qualifying products airing in programs that exceeded participants' audience thresholds were not violations because they occurred due to differences between the predicted audience at the time the media was purchased and the actual audience when the programming aired.⁵⁹ CFBAI bases its compliance assessment on the historical or predicted demographics of a program or daypart at the time ads are purchased, a standard way for advertisers to make their media-buying decisions. Some participants also monitor audience demographics at the time their ads air, and report when an ad appears in a program with a child

audience composition that is unexpectedly higher than predicted (i.e., at the time they purchased media for ads for non-qualifying foods, the percentage of children under age 12 in the audience was predicted to be below their thresholds as set out in Appendix E). The incidence rate for such problems is low (generally less than 1% of total ads for a particular company or brand). The participants nevertheless often adjust their media buys or put additional screening or programming restrictions in place to avoid reoccurrences.

Failure to provide prior notice of foods to be advertised. On both television and on the Internet, ads for foods meeting CFBAI's nutrition criteria occasionally aired prior to notification to CFBAI that they would be advertised. We do not consider the lack of prior notice to CFBAI (so the food could be reviewed and added to the product list of qualified foods) to be a substantive violation. Because the foods met CFBAI's nutrition criteria, we consider these "technical" compliance issues. These oversights all were remedied upon notice.

COMMITMENT TO NOT ADVERTISE TO CHILDREN IN ELEMENTARY SCHOOLS

Our review of the participants' compliance reports indicated excellent compliance with their commitment to not advertise branded foods and beverages (even foods that meet CFBAI's nutrition standards) to children in elementary schools (pre-K through sixth grade).⁶⁰ This restriction is based on the age of the child (the grades mirroring CFBAI's focus on children under age 12) and our recognition that because elementary schools are a special environment, commercialism should be avoided.⁶¹

CFBAI's Elementary School Principles bar direct advertising activities. They permit participant-supported programs with at most incidental marketing effects that provide significant benefits to schools and students.⁶² These include grants and donations, public service messaging, curriculum materials, and fund-raising.⁶³ The restriction also does not apply to adult-directed marketing activities, items provided to school administrators for their personal use⁶⁴ and materials that identify products offered for sale in schools.⁶⁵

NOTES

⁴² The 2014 review does not include American Licorice Company, which joined CFBAI in 2015.

⁴³ For purposes of this report we refer to a food that meets CFBAI's nutrition criteria as a "qualifying" or "qualified" food (i.e., by meeting the criteria it is "qualified" to appear in child-directed advertising). "Non-qualifying" food thus refers to a food that is not "qualified" to appear in such advertising. These foods are supposed to be on CFBAI's Product List before they are advertised to children. See note 32.

⁴⁴ See, e.g., Kunkel, Dale L., Jessica S. Castonguay, Christine R. Filer, "Evaluating Industry Self-Regulation of Food Marketing to Children," 2015 AM. J. PREV. MED. 2015 at 3 ("Examination of compliance with industry self regulation revealed complete conformity with company pledges."); Harris, J.L., et al., Sweet promises: Candy advertising to children and implications for industry self-regulation," APPETITE (2015) ("CFBAI companies only placed ads for approved brands on children's networks.")

⁴⁵ These voluntarily-assumed CFBAI-specific commitments to monitor and report on compliance involve significant company expenditures that are all the more noteworthy in a highly competitive marketplace where not all companies are assuming such obligations.

⁴⁶ The participants' procedures include regular, periodic training of employees across multiple divisions, which might include nutrition, legal, marketing, policy and planning, product development, product distribution, brand management, regulatory affairs, sales and other departments, as well as third-parties involved in advertising development and placement, such as advertising agencies, media buyers, and television and digital ad networks.

⁴⁷ A chart that reflects participants' child-directed advertising commitments, including audience thresholds, is attached as Appendix E.

⁴⁸ See Nielsen Report at note 15.

⁴⁹ The Hub Network became Discovery Family Channel in fall 2014.

⁵⁰ According to the Nielsen Report, the incidence of computer use by children has remained stable, although time spent on the computer has decreased, possibly because competing devices vie for kids' time. Nielsen Report, at note 15 above, at 8, 12-13. The report also found that the most notable differences between younger and older children occurred in terms of the different types of content they consume on respective media. For example, on TV, younger kids watch more children's programming, while teens watch more dramas. In terms of websites accessed, the search website category (e.g., google.com) is generally the top category for all kids' age groups. (It is the second most popular for kids 8-10). Id. at 13. Tablet and smartphone use among children of all ages also is high, with 61% of children ages 2-4 using a tablet if one is available, and 30% using a smartphone if available. Id. at 19.

⁵¹ VOD may be viewed on laptops, mobile devices and on TV through streaming media players such as Roku, Amazon Fire, Apple TV, Google Chromecast, or video game consoles such as Xbox.

⁵² For example, Netflix has a dedicated section for kids under age 12 and regularly adds new children's content (see, e.g., www.variety.com/2015/digital/news/netflix-animated-kids-shows-tarzan-jane-1201511274), as does Amazon Prime Video (<http://deadline.com/2015/05/amazon-studios-greenlights-six-kids-pilots-1201424357>). Sesame Street has announced that it will put new episodes of its children's shows on HBO, HBO GO and HBO Now. Google's YouTube Kids app, released in February 2015, includes video content from providers such as Jim Henson TV, DreamWorks, and National Geographic.

⁵³ In addition, as of September 2015, Hulu offers a two-tiered paid subscription service: "Hulu No Commercials" and "Hulu Limited Commercials." Other popular VOD services provide content only to paying subscribers (e.g., Netflix, HBOGo, and Amazon Prime). Some subscriber-based services are ad-free (e.g., Netflix), while some services feature limited advertising (e.g., Amazon Prime Video).

⁵⁴ In 2014 the available audience demographic data for Hulu reflected a very small percentage of children under age 12 site visitors, which is not surprising as Hulu does not allow children under age 13 to register, although children can view Hulu's free content without registering. However, the small under age 12 audience composition reported for Hulu overall probably does not reflect the under age 12 viewing audience for individual Hulu programs. Children's programming is found in several content areas of Hulu, including its "Kids" section, in the "TV-Networks" section, which includes content from networks such as Nickelodeon, PBS Kids, and 4KidsTV, and other areas (e.g., "Saturday Morning Cartoons").

⁵⁵ Animation, cartoon or licensed characters, fantasy and games are often used in sites directed to older teens and adults and thus do not necessarily make a site child-directed.

⁵⁶ Mobile websites generally are the same as their "regular" desktop counterparts, although some content may be restricted (e.g., fewer interactive features may be available due to software limitations). In some but not all cases, advertising on child-directed third-party websites means that the advertising also appears in mobile-optimized versions of those websites (e.g., participants that advertise on www.nick.com may place mobile-optimized versions of their ads on the mobile version of the website).

NOTES *continued*

⁵⁷ Although not a CFBAI requirement, many participants codified long-standing policies regarding such advertising in their CFBAI pledges or adopted such a policy after joining CFBAI. The participants with these policies do not advertise even qualifying foods if a program/daypart contains a certain percentage of viewers under age six. See Appendix E. With regard to online advertising, it is difficult to determine audience numbers because of the lack of demographic data that distinguishes children ages 2-5 from the general audience of children. Indeed, determining visitor data for children under age 12 is challenging and often such data are not available. However, the participants with under-age-six policies do not maintain child-directed websites specifically for children under age six, and try to avoid advertising on third-party websites that may be particularly attractive to this age group.

⁵⁸ CFBAI participants commit to not paying for or actively seeking to place their food or beverage products in the program/editorial content of any medium primarily directed to children under age 12 for the purpose of promoting the sale of those products. Our participants' commitments cannot guarantee, however, that child-directed entertainment or editorial content will not include their foods or beverages because movie production teams independently may decide to use them in their films, such as for stage dressing.

⁵⁹ Instances of audience discrepancies occurred for a variety of reasons, including:

- shows with specialized content or one-time airings for which it may be difficult to obtain accurate audience composition predictions;
- shows or networks that generally had small audiences that unexpectedly skewed younger than expected;
- shows on newer networks with demographics that differed from those predicted;
- networks that did not follow a participant's "do not air" instructions;
- network program line-ups that changed without notice to the participant, an error that occurred a couple of times on Spanish-language preschool programming.

Participants and their media partners generally reminded the networks of the company's ad placement requirements, or requested that networks add programming to a "do not air" list to prevent future airings on the show in question.

⁶⁰ CFBAI's restriction on advertising to children in elementary schools applies to the entire elementary school and school grounds and facilities, including classrooms, cafeterias, libraries, hallways, auditoriums, gyms, playgrounds and athletic fields. The restriction also covers school buses used to transport children to and from elementary school or to any official, school-sponsored event at an elementary school. For more information, see the Fact Sheet on the Elementary School Advertising Principles (2009), available on CFBAI's website.

⁶¹ CFBAI's restriction on advertising to children in elementary schools does not apply to school-sponsored or school-related activities that take place off of school grounds (e.g., on a field trip children may visit commercial entities, such as a sports arena or an amusement park, where advertising for food and beverage products may be present). It also does not apply to events that are not sponsored by a school but that take place on school grounds/facilities because they have been leased or loaned to an outside group, and where unaccompanied children under age 12 are not expected to be the primary audience. Similarly, the use of school buses for non-school events is not covered. For more information, see the Fact Sheet on the Elementary School Advertising Principles (2009).

⁶² A more detailed discussion regarding the exemptions to CFBAI's Elementary School Principles can be found in CFBAI's comment to USDA on the proposed rule on Local School Wellness Policy Implementation under the Healthy, Hunger-Free Kids Act of 2010 (April 2014), available on CFBAI's website.

⁶³ The participants may provide schools with public service messages and curriculum materials that identify the sponsor so long as the sponsor identification is not the focal point of such materials. Few participants engage in these exempted activities.

⁶⁴ Several participants reported providing items to school food service staff or administrators, including ConAgra Foods (tee shirts and gift cards hand-delivered or mailed to staff); Campbell (nonbranded sales incentives including calendars, aprons, coffee mugs and other items); and McDonald's (food coupons for teachers).

⁶⁵ The 2013 CFBAI Annual Report listed examples of participant-sponsored pro-social school-based undertakings that generally occur year after year. See CFBAI 2013 Report at 17, Table 8.

LOOKING AHEAD

With CFBAI's uniform nutrition criteria successfully implemented in 2014, this year we worked to prepare for CFBAI's planned 2016 review of the uniform nutrition criteria, following the government's upcoming issuance of the *2015 Dietary Guidelines for Americans*. During 2016 we also plan to announce some additional progress in our continual efforts to improve the children's food advertising landscape and on how we hope to engage even more closely with others working to be a part of the solution to childhood obesity.





I. Introduction

Companies engaged in advertising and marketing foods and beverages have developed this self-regulatory initiative for advertising such products to children under age 12. The goal of this initiative is to use advertising to help promote healthy dietary choices and healthy lifestyles among American children. While it remains the primary responsibility of parents to guide their children's behavior in these areas, industry members are voluntarily pursuing this initiative as a means of assisting parents in their efforts.

This Statement was first issued in November 2006 when the Council of Better Business Bureaus (BBB) and 10 companies launched the Children's Food and Beverage Advertising Initiative (CFBAI) to shift the mix of foods in advertising primarily directed to children under age 12 ("child-directed" advertising) to include healthy dietary choices or better-for-you foods. In 2009, the CFBAI and its participants expanded the scope of the original advertising commitments to include, for example, new and emerging social and digital media. The expanded commitments went into effect on January 1, 2010.¹ In 2010, a number of participants strengthened their definitions of child-directed advertising.² In July 2011, the participants agreed that new CFBAI category-specific uniform nutrition criteria would be the foundation for participants' pledge commitments as of December 31, 2013. This, the Fourth Edition of the CFBAI Program and Core Principles Statement, incorporates use of the CFBAI's uniform criteria as a program requirement.

Below, Part II describes the Core Principles. All participants agree to make commitments that are consistent with these principles. Part III describes the administrative elements of the program. Part IV describes an additional commitment regarding not engaging in

advertising primarily directed to children under age six that some participants have made and that the CFBAI has agreed to monitor and oversee.

II. Core Principles

Companies participating in this initiative will publicly commit to advertising that will further the goal of promoting healthy dietary choices and healthy lifestyles to children under age 12.³ These commitments will be set forth in an individual "pledge" for each participant. Because companies and their product lines vary, company commitments also will vary. All commitments, however, will be consistent with the following Core Principles:

A. Advertising, Interactive Games, Licensed Character, Product Placement and Elementary School Requirements

1. Advertising Primarily Directed to Children Under Age 12

Participants will commit that all "advertising primarily directed to children under age 12" will be for healthy dietary choices or better-for-you foods.⁴ As of December 31, 2013, these foods must meet the CFBAI's category-specific uniform nutrition criteria (attached as Appendix A), which have replaced company-specific criteria as the basis for identifying healthier dietary choices or better-for-you foods for child-directed advertising. The CFBAI's bases for these criteria are explained in the "White Paper on CFBAI's Uniform Nutrition Criteria." With the CFBAI's consent, the participants may continue to use company-specific criteria if such criteria are at least as strong as the CFBAI's criteria.⁵ Alternatively, participants may commit to not engage in child-directed advertising as defined in this Statement.

Measured Media. This principle applies to

advertising in measured media:

- Television
- Radio
- Print
- Internet (third-party websites).

Child-Directed Content in Other Media. This principle also applies to advertising that is primarily directed to children on:

- Company-owned websites that are primarily directed to children under age 12 (traffic to such websites may or may not be measured)
- Video and computer games that are rated “Early Childhood” or “EC,” which are inherently primarily directed to children under age 12, and other games that are age-graded on the label or packaging as being primarily directed to children under age 12
- DVDs of movies that are rated “G” whose content is primarily directed to children under age 12, and other DVDs whose content is primarily directed to children under age 12.

Mobile Media and Word of Mouth. This principle also applies to advertising that is primarily directed to children under age 12 on cell phones, smart phones, tablets, other personal digital devices, and through word of mouth.⁶

2. Use of Foods in Interactive Games

Participants will commit that in any interactive game that is primarily directed to children under age 12, which is provided free or at nominal charge (in any format), where the company’s foods or beverages are incorporated into the game, the interactive game will incorporate or be accompanied only by healthy dietary choices or better-for-you foods.

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

Participants will commit that the use of third-party licensed characters, celebrities (including athletes) and movie tie-ins in advertising primarily directed to children under age 12 will be consistent with their advertising commitments.⁷

4. Product Placement

Participants will commit to not paying for or actively seeking to place their foods or beverages in the program/editorial content of any medium primarily directed to children under age 12 for the purpose of promoting the sale of those products.

5. Advertising in Elementary Schools

Participants will commit to not advertising branded foods or beverages to children in elementary schools, pre-K through 6th grade.⁸

B. Definitions of Child-Directed Advertising

Participants are permitted, within reasonable limits and subject to the CFBAI’s review and approval, to define “advertising primarily directed to children under age 12.” Below we summarize the approaches that participants use to define such advertising.

For certain media, such as TV, radio, print, and third-party websites, “advertising primarily directed to children under age 12” generally means advertising for which children ages 2-11 constitute at least 35% of the expected audience (viewers, listeners, readers or visitors) at the time of the media buy, depending upon the participant.⁹ The CFBAI and participants also may consider a company-owned or third-party website child-directed even if less than a specific percentage or an unknown percentage of visitors are children based on a multi-faceted analysis, including factors such as an assessment of the target audience according to the media plan, actions taken to restrict

child access, such as age-screening, and the overall impression of the site's content.

For advertising in other covered media, determinations will be made in accordance with standards established by the company and set forth in its pledge. Participants may use an analysis of factors, including the overall impression of the advertising, the target demographic based on the company's media plan, and the audience definition for measured media. For example, participants may consider the percentage of children under age 12 viewing in-cinema G-rated movies that are now on DVDs, the content developer's designation and description of the expected target of mobile or PDA content, or the percentage of children viewing TV content that has been adapted for mobile media.

C. Implementation

Each pledge will include an implementation schedule for each commitment made by the participant, unless an implementation date is specified by this Statement.

III. Administration and Oversight

1. Pledge Development

Company pledges are established in consultation with the BBB-administered CFBAI program.

2. Monitoring and Enforcement

The program is responsible for monitoring company commitments. Monitoring includes the review of advertising materials, product information, and other information as reasonably requested by the program administrator (submitted on a confidential basis) to confirm participant compliance. The program also responds to public inquiries relating to compliance.

The program provides, by contract, for the expulsion of a company that does not comply with its pledge after being given notice and an opportunity to bring its conduct into compliance, and notice of any expulsion to regulatory authorities such as the Federal Trade Commission under appropriate circumstances.¹⁰

3. Public Reports

The program publicly issues reports detailing its activities, including any expulsions or notices of such to regulatory authorities.

4. Periodic Program Reviews

The program originally planned to review its procedures and the overall impact of this initiative after the new program had been operational for at least three years. The expanded Core Principles reflected in the Second Edition of this Statement were the result of an extensive review that occurred ahead of the planned 2010 review. The Third Edition reflected changes that individual participants made during 2010. This, the Fourth Edition, reflects the adoption of category-specific uniform nutrition criteria based on a more than year-long nutrition science review conducted by the CFBAI and its participants.

The program will continue to conduct periodic reviews, but recognizes the need for a reasonable interval between reviews to allow participants to implement and assess the operation of any program enhancements. Accordingly, the program, in consultation with the participants, will conduct reviews at least once every five years.

IV. Advertising to Children Under Six Years Old

The CFBAI does not require that participants adopt policies regarding not engaging in advertising primarily directed to children under age six. Prior to the creation of the

CFBAI, however, a number of participants had corporate policies that prohibited advertising directed to children under six years old (of even their healthier choices), and they maintained these policies after becoming participants in the CFBAI. During 2010, other participants individually and voluntarily adopted such policies. Now the

majority of participants have policies on not engaging in advertising primarily directed to children under six that are reflected in their CFBAI pledges. Although such policies are not required, the CFBAI has agreed to monitor and report on compliance with these policies when they are incorporated into a participant's Pledge.

1st Edition, November 2006; 2nd Edition, November 2009; 3rd Edition, September 2010; 4th Edition, January 2014. © 2014 Council of Better Business Bureaus, Inc.

NOTES

¹ These changes were memorialized in the Second Edition of the CFBAI Program and Core Principles Statement.

² Participants defining child-directed advertising as advertising on media where the audience was composed of at least 50% children ages 2-11 changed to a definition of at least 35% children ages 2-11, harmonizing with other participants already using a 35% or lower threshold. These changes were memorialized in the Third Edition of the CFBAI Program and Core Principles Statement.

³ Participation in the CFBAI is entirely voluntary and there are no sanctions for companies that choose not to participate.

⁴ Participants also are encouraged to disseminate healthy lifestyle messaging, such as messaging encouraging:

- * Physical activity, or
- * Good dietary habits, consistent with established scientific and/or government standards, such as USDA Dietary Guidelines and MyPlate.

⁵ If a participant has made additional commitments restricting child-directed advertising based on nutrition criteria that are more restrictive than the CFBAI's criteria, the participant may follow the more restrictive criteria to meet its obligations. A participant also may use a bifurcated approach of using its own criteria, or portions thereof, when these are stronger or the CFBAI's criteria, when they are stronger. In no event will a participant be able to qualify a product for child-directed advertising that does not meet and/or exceed the CFBAI's criteria.

⁶ The commitment regarding word of mouth advertising refers to advertising primarily directed to children under age 12 where a participant provides incentives (financial or otherwise), product samples or other support to individuals or groups who are not employees to encourage such individuals or groups to influence others to discuss or consume the company's branded foods or beverages.

⁷ This commitment applies to the advertising discussed in the advertising principle above. It does not apply to other marketing channels, such as point-of-sale materials or packaging (provided that the packaging does not appear in advertising primarily directed to children under age 12). This commitment also does not apply to the use of company-owned characters.

⁸ This commitment does not apply to displays of foods and beverages, including materials that identify the products that are being offered for sale, charitable fundraising activities, public service messaging, items provided to school administrators for their personal use, and charitable donations to schools.

⁹ Some participants choose to use a lower percentage and some also include supplemental measures to identify "advertising primarily directed to children under age 12." The company pledges specify the audience percentage, and other factors, where applicable, that the company uses to determine whether advertising is "primarily directed to children under age 12." Visit the CFBAI's website at www.bbb.org/kids_food to view company pledges or a summary of each participant's current definition. Audience demographics will be based on reliable third-party information on media impressions or other relevant metrics at the time the advertising is purchased.

¹⁰ Under the contracts, BBB will give participants at least 30 days prior written notice before termination for cause and 60 days prior written notice for termination without cause. (The participants also have the right to terminate their participation upon prior written notice.) Specifically, when appropriate, BBB will notify a participant in writing of substantial noncompliance and give the participant a reasonable opportunity to bring its conduct into compliance. Upon termination BBB may refer the matter to appropriate regulatory authorities. BBB will give a participant notice prior to making the termination and referral public.

APPENDIX B: CFBAI Category-Specific Uniform Nutrition Criteria (July 2011)

Product Category	Unit	Nutrients to Limit (NTL)				Nutrition Components to Encourage (NCTE)	Notes
		Calories	Sat Fat	Sodium	Total Sugars		
1. Juices	LSS	≤ 160	0 g	≤ 140 mg	No added sugars	≥ ½ c F/V juices	<ul style="list-style-type: none"> A serving must contain ≥ 4 fl oz of 100% F/V juice Sugars limited to those naturally occurring in F/V
2. Dairy Products							
- Milks and milk substitutes	8 fl oz	≤ 150	≤ 2 g	≤ 200 mg	≤ 24 g	1 c dairy	<ul style="list-style-type: none"> For LSS < 8 fl oz, NTL & NCTE to be scaled proportionately Powder/syrup flavorings mixed with 8 fl oz non-fat milk are allowed ≤ 25 g total sugars as prepared
- Yogurts and yogurt-type products	6 oz	≤ 170	≤ 2 g	≤ 140 mg	≤ 23 g	≥ ½ c dairy <u>and</u> ≥ 10% DV calcium	<ul style="list-style-type: none"> 6 oz (170 g) is most common single serving size For LSS < 6 oz, NTL & NCTE to be proportionately lower
- Dairy-based desserts	½ c	≤ 120	≤ 2 g	≤ 110 g	≤ 20 g	≥ ¼ c dairy <u>and</u> ≥ 10% DV calcium	<ul style="list-style-type: none"> Serving sizes limited to ½ c For LSS < ½ c, NTL & NCTE to be scaled proportionately
- Cheese and cheese products	LSS	≤ 80	≤ 3 g	≤ 290 mg	≤ 2 g	≥ ½ c dairy equivalent (provides ≥ 10% DV calcium)	<ul style="list-style-type: none"> For LSS < 1 oz, NCTE to be scaled to ≥ ½ c dairy equivalent and ≥ 10% DV calcium
3. Grain, fruit and vegetable products, and items not in other categories	LSS	≤ 150	≤ 1.5 g	≤ 290 mg	≤ 10 g	≥ ½ serving of F/V/D/WG or ≥ 10% DV of any essential nutrient	<ul style="list-style-type: none"> Subcategories differentiate, on a calorie basis, among products that have a small RACC (i.e., ≤ 30 g or ≤ 2 tbsp) and/or are lighter in density (e.g., g/cup) from those with a larger RACC and/or higher density Examples of ≤ 150 calorie products: most children's breakfast cereals, crackers, & pretzels Examples of > 150-200 calorie products: denser breakfast cereals (e.g., shredded wheat), waffles, & vegetable products with sauces
	LSS	> 150-200	≤ 2 g	≤ 360 mg	≤ 12 g		
4. Soups and meal sauces	LSS	≤ 200	≤ 2 g	≤ 480 mg	≤ 6 g	≥ ½ serving of F/V/D/WG or ≥ 10% DV of any essential nutrient	<ul style="list-style-type: none"> Tomato-based products allowed ≤ 12 g of total sugars/LSS to include sugars naturally occurring in tomatoes & those added to balance product pH
5. Seeds, nuts, and nut butters and spreads	1 oz or 2 tbsp	≤ 220	≤ 3.5 g	≤ 240 mg	≤ 4 g	≥ 1 oz protein equivalent	<ul style="list-style-type: none"> For LSS < 1 oz or 2 tbsp, NTL & NCTE to be scaled proportionately
6. Meat, fish, and poultry products	LSS	≤ 120	≤ 2 g	≤ 480 mg	≤ 2 g	≥ 1 oz equivalent of meat, fish, or poultry, <u>and</u> ≥ 10% DV of any essential nutrient	<ul style="list-style-type: none"> For LSS ≤ 1 oz, NTL reduced to ≤ 60 kcal, ≤ 1 g sat fat, ≤ 240 mg sodium and ≤ 1 g total sugars
7. Mixed dishes	LSS	≤ 280	≤ 2.5 g	≤ 540 mg	≤ 10 g	≥ ½ serving of F/V/D/WG or ≥ 10% DV of any <i>two</i> essential nutrients	<ul style="list-style-type: none"> Products include casseroles, burritos, pizzas, & sandwiches that do not meet FDA/USDA definition for main dishes Items that contain ≤ 200 kcal and meet NTL criteria may qualify if they contain ≥ ½ serving of F/V/D/WG or ≥ 10% DV of any essential nutrient
8. Main dishes and entrées	LSS	≤ 350	≤ 10% kcal	≤ 600 mg	≤ 15 g	≥ 1 serving of F/V/D/WG or ≥ ½ serving of F/V/D/WG <u>and</u> ≥ 10% DV of any <i>two</i> essential nutrients	<ul style="list-style-type: none"> Items must meet FDA/USDA definition for <i>main dishes</i>
9. Small Meals	LSS	≤ 450	≤ 10% kcal	≤ 600 mg	≤ 17/12 g (See notes)	≥ 1½ servings of F/V/D/WG or ≥ 1 serving of F/V/D/WG <u>and</u> ≥ 10% DV of <i>three</i> essential nutrients	<ul style="list-style-type: none"> Small meals contain multiple items but do not meet FDA/USDA definition for <i>meals</i> Meals must meet FDA/USDA definition for <i>meals</i>
10. Meals (entrée and other items including a beverage)	Meal	≤ 600	≤ 10% kcal	≤ 740 mg	≤ 20/15 g (See notes)	≥ 2 servings of F/V/D/WG or ≥ 1½ servings of F/V/D/WG <u>and</u> ≥ 10% DV of <i>three</i> essential nutrients	<ul style="list-style-type: none"> Sugars from one qualifying milk/milk substitute, or qualifying yogurt/yogurt-type product, or qualifying fruit (i.e., without added sugars) or qualifying F/V juice are not counted in the 17 g or 20 g total sugars limits When two qualifying items are present, the sugars from both items are not counted in the total sugars limit, but the limits (to account for all other items) are reduced to 12 g (small meals) and 15 g (meals) All other NTL criteria for small meals and meals (calorie, sat fat, and sodium limits) must be met

APPENDIX B: CFBAI Category-Specific Uniform Nutrition Criteria (July 2011)

Trans fat. The criteria for trans fat is 0 g labeled for all categories. For foods in the meat and dairy categories served as individual foods or as part of composite dishes or meals (e.g., soups, mixed dishes, entrées, meal-type products), naturally occurring trans fats are excluded.

Exemptions

1. Sugar-free mints and gum.
2. The following products also are exempt from the nutrient criteria specified above, except as indicated in notes to Categories 9 & 10:
 - Fruit products without added sugars;
 - Vegetable products without added fats and which meet FDA regulations for “very low sodium;”
 - Beverages, including bottled waters, that meet FDA regulations for “low calorie” and “very low sodium” (diet sodas are excluded from this exemption).

Abbreviations and Glossary

DV: Daily Value.

Essential Nutrients: Those occurring naturally in foods (or that are added to foods to meet standards of identity or to restore nutrients lost in processing), and for which a DV has been established. If fortification is used to meet the criteria, the nutrient must be a DGA 2010 nutrient of concern (calcium, fiber, potassium, vitamin D) or a nutrient that is required to be listed on the Nutrition Facts Panel (iron, vitamins A & C).

F/V/D/WG: Any combination of fruits, vegetables, non/low-fat dairy, and/or whole grains.

LSS: Labeled serving size.

NA: Not applicable.

NCTE: Nutrient components to encourage are F/V/D/WG or Essential Nutrients.

NTL: Nutrients to limit are calories, saturated (sat) fat, trans fat, sodium and total sugars.

Qualifying F/V Juice: Any fruit or vegetable juice or blend that contains no added sugars and meets the requirements of Category 1.

Qualifying Flavored Milk/Milk Substitute/Yogurt/Yogurt-type Product: These are products that meet the Category 2 criteria for milk/milk substitutes, or yogurt/yogurt-type products.

RACC: Reference amount customarily consumed.

Serving(s): See USDA Food Group Serving Equivalents.

Total Sugars: Include naturally occurring and added sugars.

APPENDIX C: Summary of CFBAI Program Improvements

Improvement	Announced / Effective Date	Comments
Adopted CFBAI-developed category-specific uniform nutrition criteria	Announced July 2011; Effective Dec. 31, 2013	New criteria generally supersede company-specific criteria; companies have option to use company criteria when stricter
Added compliance monitoring of company policies on not directing ads to children under age six	Monitoring began in 2010	Not a CFBAI requirement; added compliance monitoring after the majority of participants adopted this policy
Harmonized "child-directed" ad definitions	Effective in 2010 for some participants and Jan. 2011 for others	All participants use a definition with an audience threshold no higher than 35% of the audience ages 2-11 (those at 50% went to 35%); supplemental factors also used for new media (see Appendix E)
Expanded ad scope to cover: <ul style="list-style-type: none"> • Ads on digital and mobile media, such as ads on smart phones and tablets; • Ads on EC-rated and other child-directed video games, DVDs of child-directed G-rated movies and ads in other child-directed DVDs; • Word-of-mouth advertising that is primarily child-directed 	Effective Jan. 1, 2010	Supplemented existing coverage of traditional measured media (TV, print, radio, Internet)
Expanded ad scope to cover use of movie tie-ins and celebrities	Effective Jan. 1, 2010	In child-directed ads use is limited to foods meeting CFBAI's nutrition criteria; supplemented existing licensed character coverage
Eliminated healthy lifestyle messaging as a compliance option	Effective Jan. 1, 2010	Healthy lifestyle messaging to children is still a program goal
Adopted requirement that all foods advertised to children must meet nutrition criteria	Effective Jan. 1, 2010	Increased requirement from 50% to 100%



Ready-to-eat (RTE) cereals, frequently advertised to children by participants in the Children’s Food and Beverage Advertising Initiative (CFBAI), overall are now even better nutritionally than the cereals advertised just a few years ago. CFBAI, operated by the Council of Better Business Bureaus, is a voluntary advertising self-regulation program that has set nutrition standards for what foods its participants may advertise to children under age 12.

Under CFBAI’s uniform nutrition criteria, cereals with a one-ounce serving size must contain no more than 10 grams of total sugars per serving.¹ Previously, CFBAI permitted such cereals to have up to 12 grams of sugars per serving. Before CFBAI started, these cereals may have contained as much as 15 grams per serving.

Under self-regulation, CFBAI participants have reduced sugars, calories or sodium and increased the amount of whole grains, fiber, and/or vitamins and minerals in the RTE cereals they advertise to children. This snapshot reports on the nutritional content of the 30 RTE cereals with a one-ounce serving size on CFBAI’s June 2015 product list.²

Cereals contain modest amounts of calories, sugar, sodium and saturated fat

Calories. All of the cereals contain no more than 130 calories and most contain no more than 110 calories per serving.

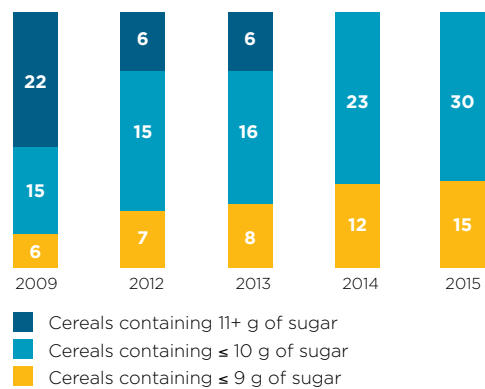
Sugars. All contain no more than 10 grams, and half contain no more than 9 grams per serving.

See Figure 1. By percentage of weight, more than three-fourths contain no more than 35% sugar, and one-third contain no more than 30% sugar per serving.

Sodium. None contain more than 240 mg, and 80% contain no more than 170 mg per serving.

Saturated fat. None have more than 1 gram, 90% no more than 0.5 gram, and two-thirds contain 0 grams per serving.

Figure 1. Sugar Content of Cereals (2009 - 2015)



Cereals advertised to children are rich in whole grains and positive nutrients

Whole grains. For two-thirds of the cereals, whole grains are listed as the first ingredient in the ingredients statement, more than twice as many compared to 2012. Most (77%, or 23/30) contain at least 8 grams of whole grains,³ and one-third contain even more. (See Figure 2.)

Nutrients of concern. The participants' cereals also provide at least a "good" source of at least one nutrient that the 2010 Dietary Guidelines for Americans call "nutrients of public health concern." Most are a "good" source of two of these nutrients.

Calcium. More than half of the cereals are a "good" source of calcium.

Vitamin D. All but one are a "good" source,⁴ and 20% are an "excellent" source of vitamin D.

Fiber. Some (23%, or 7/30) are at least a "good" source of dietary fiber.

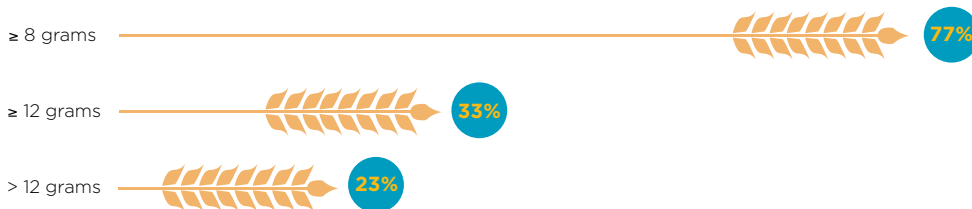
Cereals meeting CFBAI's criteria can contribute to a healthy diet

Research shows that children who eat RTE cereal, presweetened or non-presweetened, tend to have healthier body weights than those who do not eat cereal. Multiple studies have confirmed the positive association between RTE cereal consumption in children and healthier body weights and/or better nutrient intakes compared to children who skip breakfast or eat a different breakfast.⁵

CFBAI's criteria have led to positive changes in cereals

CFBAI's uniform nutrition criteria have driven numerous improvements to the nutritional quality of cereals advertised to children. The most significant impact of CFBAI's criteria has been reductions in sugar and increases in whole grain. After the 2015 Dietary Guidelines for Americans are issued, CFBAI will review its nutrition criteria and determine whether they should be further strengthened.

Figure 2. Whole Grain Content of Cereals (2015)



For more information about CFBAI, visit bbb.org/kids_food.

¹ CFBAI's criteria permit cereals with a larger serving size to contain no more than 12 grams of total sugars per serving. One cereal on CFBAI's product list has a 54-gram serving size and contains 11 grams of sugar.

² This Snapshot updates the 2014 Cereals Snapshot, reflecting differences in what cereals are included on the list and improvements to the cereals that already were on the list.

³ The 2010 Dietary Guidelines for Americans (at 37) consider 8 grams to be a significant amount of whole grains per ounce-equivalent.

⁴ A "good" source contains 10 to 19% of the government-established Daily Value (DV) for a particular nutrient. An "excellent" source contains at least 20% DV.

⁵ K. Miller, et al., The Association Between Body Metrics and Breakfast Food Choice in Children, *INFANT, CHILD & ADOLESCENT NUTRITION* (2013); de la Hunty, A., et al., Does regular breakfast cereal consumption help children and adolescents stay slimmer? A systematic review and meta-analysis, *OBES FACTS* (2013); A.M. Albertson et al., Ready-to-Eat Cereal Intake is Associated with an Improved Nutrient Intake Profile among Food Insecure Children in the United States, *J HUNGER ENVIRON NUTR* (2013); A.M. Albertson et al., The Relationship between Ready-to-Eat Cereal Consumption Categorized by Sugar Content and Body Measures in American Children: Results from NHANES 2001-06, *FASEB J* (2009); A.M. Albertson et al., Ready-to-Eat Cereal Consumption: Its Relationship with BMI and Nutrient Intake of Children aged 4 to 12 years, *J AM DIET ASSOC* (2003).

APPENDIX E: CFBAI Participants' Child-Directed Advertising Commitments

Company	Children Under Age 6 Commitment	Children Under Age 12 Commitment	Audience Threshold
American Licorice Company	No advertising primarily directed to children under age 12		35%
Campbell Soup Company	No advertising	Qualifying foods only	
The Coca-Cola Company	No advertising primarily directed to children under age 12		
ConAgra Foods, Inc.	No advertising	Qualifying foods only	
The Dannon Company, Inc.	No advertising ¹	Qualifying foods only	
Ferrero USA, Inc.	No advertising primarily directed to children under age 12		
General Mills Inc.	No advertising	Qualifying foods only	
Kellogg Company	No advertising	Qualifying foods only	
Kraft Foods Group, Inc.	No advertising	Qualifying foods only	
Mondelēz Global LLC	No advertising	Qualifying foods only	
Nestlé USA	No advertising primarily directed to children under age 12 ²		
PepsiCo, Inc.	No advertising ³	Qualifying foods only ³	
Post Foods, LLC	No advertising	Qualifying foods only	
Unilever United States	No advertising ⁴	Qualifying foods only ⁴	
Burger King Corporation	No advertising	Qualifying foods only	30%
The Hershey Company	No advertising primarily directed to children under age 12		
McDonald's USA	No commitment	Qualifying foods only	25%
Mars, Incorporated	No advertising primarily directed to children under age 12		

NOTES

¹ Effective January 1, 2015, Dannon changed its audience threshold to 35% from 50%.

² As of March 31, 2014, Nestlé USA committed to not engage in advertising primarily directed to children under age 12.

³ PepsiCo uses a multifactorial analysis, including a 35% audience threshold.

⁴ Unilever uses a multifactorial analysis, including a 35% audience threshold.



About the Children's Food and Beverage Advertising Initiative

Since 2007, CFBAI has been changing the children's food advertising landscape to include healthier products. CFBAI's participants commit to use CFBAI's science-based uniform nutrition criteria to govern what foods they advertise directly to children under 12 or to not engage in such advertising. CFBAI's 18 participants, representing a substantial majority of child-directed food advertising on TV, are: American Licorice Company; Burger King Corp.; Campbell Soup Company; The Coca-Cola Company; ConAgra Foods, Inc.; The Dannon Company; Ferrero USA; General Mills Inc.; The Hershey Company; Kellogg Company; The Kraft Heinz Company; Mars, Incorporated; McDonald's USA, LLC; Mondelēz Global LLC; Nestlé USA; PepsiCo, Inc.; Post Foods, LLC; and Unilever United States.

For more information about the CFBAI, visit bbb.org/kids_food.



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About BBB



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