

BBB Children's Food and Beverage Advertising Initiative: Synopsis of Participants' Nutrition Guidelines (May 2009)

Participants	Calories ¹	Fat	Sat Fat	Trans Fat ²	Sodium	Sugar	Positive Nutrients/ Functional Benefit/ Food Group ³	≥ 25% Reduction vs. Reference Food ⁴
Burger King Corp.								
Kids Meal	≤560	< 30% kcal	< 10% kcal	No Added	≤ 600 mg	≤ 10% kcal added	Yes	Not Used
Cadbury								
Does not engage in food and beverage product advertising primarily directed to children under 12.								
Campbell's								
Soup ⁵	≤150	≤ 3g	≤ 1g & ≤ 15% kcal	0g Labeled	≤ 480 mg or 25% less than reference (except tomato soup = < 750)	≤12g (excluding f/v/dairy)**	Yes	Yes
Canned Pasta	≤ 300	w/o meat ≤35% kcal w/meat ≤ 10g	w/o meat ≤ 10% kcal w/meat ≤ 4.5g	w/o meat labeled 0 w/meat labeled ≤0.5, provided only from meat or dairy	25% less than largest selling product in category	≤12g (excluding f/v/dairy)**	Yes	Yes
Snack Crackers ⁶	≤ 170	≤ 35% kcal	≤10% kcal	0g Labeled	Not Specified	≤ 12g (excluding f/v/dairy)**	Not Specified	Not Used
Coca-Cola								
Does not engage in food and beverage product advertising primarily directed to children under 12.								
ConAgra Foods*								
Meals	≤ 500	≤ 35% kcal	≤ 10% kcal	0g Labeled	≤ 760 mg	≤ 25% kcal added	Yes	Not Used
Canned Pasta	≤ 350	≤ 35% kcal	≤ 10% kcal	0g Labeled	≤ 750 mg	≤ 25% kcal added	Yes	Not Used
Pudding	≤ 100	≤ 35% kcal	≤ 10% kcal	0g Labeled	≤ 240 mg	≤ 25% kcal added	Not Specified	Not Used
Peanut Butter, Nuts and Seeds	≤ 200	Not Specified	Not Specified	0g Labeled	≤ 480 mg	≤ 25% kcal added	Yes	Not Used
Dannon								
Yogurt, Dairy Snack and Drinkable Dairy Products ⁷	Not Specified	≤25% kcal ⁸	<10% kcal OR ≤ 1g	0g Labeled	≤ 230mg	≤ 12.5g added sugar	Yes	Not Used

BBB Children's Food and Beverage Advertising Initiative: Synopsis of Participants' Nutrition Guidelines (May 2009)

Participants	Calories ¹	Fat	Sat Fat	Trans Fat ²	Sodium	Sugar	Positive Nutrients/ Functional Benefit/ Food Group ³	≥ 25% Reduction vs. Reference Food ⁴
General Mills⁹								
FDA "Healthy" ¹⁰	≤ 175	≤ 3g	≤ 15% kcal & ≤ 1g	0g Labeled	≤ 480 mg	≤ 12g (exclusive of f/v/dairy)**	Yes	Not Used
General Mills Criteria	≤ 175	Not Specified	≤ 2g	0g Labeled	≤ 230 mg Cereal/ snack ≤ 480 mg Side/Main dishes	≤ 12g (exclusive of f/v/dairy)**	Yes	Not Used
Hershey's								
Does not engage in food and beverage product advertising primarily directed to children under 12.								
Kellogg Company								
All Products	≤ 200	Not Specified	≤ 2g	0g Labeled	≤ 230 mg ≤ 460 mg Entrée items/ leavening ¹¹	≤ 12g (excluding f/v/dairy)**	Not Specified	Not Used
Kraft Company*								
100% Fruit Juice	≤ 120	Not Specified	Not Specified	Not Specified	Not Specified	Not Specified	Yes	Not Used
Beverages ¹²	≤ 40	Not Specified	Not Specified	Not Specified	Not Specified	10g added sugar	Yes	Yes
Granola and Cereal Bars	≤ 150	≤ 30% kcal	≤ 10% kcal from sat fat + trans fat	See Sat Fat	≤ 360 mg	≤ 25% kcal	Yes	Yes
Crackers & Cookies ¹³	≤ 100	≤ 30% kcal	≤ 10% kcal from sat fat + trans fat	See Sat Fat	≤ 290 mg	≤ 25% kcal added	Yes	Yes
Convenient Meal Products ¹⁴	≤ 600	≤ 35% kcal	≤ 10% kcal from sat fat + trans fat	See Sat Fat	≤ 840 mg	≤ 25% kcal added	Yes	Yes
Cheese and Dairy ¹⁵	≤ 100	≤ 3g	≤ 2g saturated + trans fat	See Sat Fat	≤ 290 mg	≤ 25% kcal added	Yes	Yes

BBB Children's Food and Beverage Advertising Initiative: Synopsis of Participants' Nutrition Guidelines (May 2009)

Participants	Calories ¹	Fat	Sat Fat	Trans Fat ²	Sodium	Sugar	Positive Nutrients/ Functional Benefit/ Food Group ³	≥ 25% Reduction vs. Reference Food ⁴
Mars								
Does not engage in food and beverage product advertising primarily directed to children under 12.								
McDonald's								
Kids Meal	≤ 600	≤ 35% kcal	≤ 10% kcal	Not Specified	Not Specified	≤ 35% total by weight	Not Specified	Not Used
Nestlé USA								
100% Juice	≤ 170 ¹⁶	0g	0g	0g	≤ 70 mg	No added sugar	Yes	Not Used
Choc. Ready to Drink & Powdered Flavored Milk ¹⁷	≤ 170	≤ 3g	≤ 2g	0g Labeled	≤ 140 mg	≤ 12.5g added sugar	Yes	Not Used
Calcium Fortified Low-Fat Milk	≤ 100	≤ 2.5g	≤ 1.5g	0g Labeled	≤ 125 mg	No added sugar	Yes	Not Used
Push-Up/Frozen Dessert	≤ 100	≤ 3.5g	≤ 2g	0g Labeled	≤ 70 mg	≤ 12.5g added sugar	Yes	Not Used
PepsiCo, Inc. *								
Cereals	Not Specified	≤ 30% kcal	≤ 1g	0g	≤ 480 mg	≤ 25% added kcal ¹⁸	Yes	Not Used
Beverages ¹⁹	Not Specified	≤ 3g	≤ 1g	0g	≤ 480 mg	≤ 25% kcal added	Yes	Not Used
Unilever								
Popsicles	≤ 110	Not Specified	≤ 2.5g per serving	< 2% kcal excluding CLA ²⁰	≤ 1.6 mg/kcal or ≤ 100mg/serving	≤ 25% total by weight and ≤ 20% added by weight	Not Specified	Yes (Sat. Fat)
Peanut Butter	Not Specified	Not Specified	≤ 10% kcal or ≤ 33% of total fat	< 2% kcal excluding CLA ²⁰	≤ 1.6 mg/kcal or ≤ 100mg/serving	≤ 25% kcal total or ≤ 7g/100g of added sugars	Not Specified	Not Used

BBB Children's Food and Beverage Advertising Initiative: Synopsis of Participants' Nutrition Guidelines (May 2009)

*Criteria based only on advertised products, not all categories for which a company may have established nutrition criteria.

**Excluding f/v/dairy means excludes sugars naturally occurring in fruits, vegetables and dairy.

¹Calories and other limits are per serving or meal, as applicable.

²Trans fat occurs naturally in trace amounts in meat and dairy products. "No added" trans fat means no trans fat from non-animal sources. "Og" trans fat means less than 0.5g trans fatty acids per serving, excluding conjugated trans-fatty acids such as naturally occurring Conjugated Linoleic Acid (CLA). Under FDA's regulatory scheme, naturally occurring trans fat and added trans fat from partially hydrogenated fat are not distinguished.

³Some guidelines require that a product provide at least a good (10% DV) or excellent (20% DV) source of one or more nutrients, or a functional benefit and/or contain at least a half serving of fruits, vegetables, or fat free or low fat dairy, in addition to meeting limitations on fats, sugars or sodium. In some cases, products may qualify because they contain a full serving of vegetables. See pledges for details. Note, the fact that a company may not include any item in this column as a requirement for a product to qualify does not mean that the product lacks these qualities.

⁴Instead of meeting specific nutrition criteria, as outlined in the other columns, some products qualify by being "reduced" or at least 25% less in calories, sugar, fats or sodium than a reference food. Some companies subject these foods to additional scrutiny by their nutritionists to qualify and the BBB also carefully reviews the overall nutritional qualities of products that are submitted for approval under this criterion.

⁵All values are per eight ounce serving, after adding water in the case of a condensed soup.

⁶A snack cracker also qualifies if it is packaged in a portion control pack of 100 calories or less.

⁷The criteria is based on "per labeled serving" to ensure that the "portion size" is recognized and thus ensure that the criteria is both "occasion" and "age" appropriate.

⁸For products labeled for children ages 2-4 no more than $\leq 30\%$ kcal will come from fat.

⁹Under General Mill's pledge, products must meet either FDA's criteria for "healthy" or General Mills' own guidelines for Healthy Dietary Choices.

¹⁰FDA's definition for "healthy" also requires the following (which are not listed on this chart), 60 mg or less of cholesterol, and at least 10% DV of one of the following: vitamin A, vitamin C, calcium, iron, protein or fiber. Although not addressed in FDA's criteria for "healthy," General Mills also applies restrictions on calories, trans fat and sugar, on items that qualify as "healthy."

¹¹This includes items such as frozen waffles and pancakes where salt is used as a leavening agent.

¹²Under Kraft's *Sensible Solution* criteria for "refreshment" beverages, products may qualify if they are "low" or "reduced by 25%" in calories, sugar, sodium, sat fat, or fat. Such beverages are not subject to the 40 calorie or other limits. Some of Kraft's products qualify on the basis that they are "reduced," while others meet the affirmative criteria described in the chart.

¹³Under Kraft's *Sensible Solution* criteria, if the product contains 10% DV fiber, or contains at least 5g of whole grain or provides a functional nutrition benefit, the product may contain up to 130 calories and not more than 35% of calories from fat. Products also may qualify as *Sensible Solution* products if they are "low" or "reduced" in at least one nutrient of concern (See note 12). Currently, products advertised in this category qualify because they are "reduced."

¹⁴The guideline for this category also includes a requirement for no more than 90 mg cholesterol.

¹⁵Under the *Sensible Solution* criteria for cheese, products may qualify by meeting the criteria in the chart or by being "low" or "reduced" in a nutrient of concern. See note 12.

¹⁶Calorie content will vary by juice variety due to natural variations in sugar content.

¹⁷Powdered flavored milk is evaluated against the criteria "as consumed," once reconstituted in fat-free or low-fat milk. For the powdered flavored milk category, on label dual nutrition facts information is provided for "as purchased" and "as prepared." Currently, the reconstitution instructions refer to reduced-fat milk, but revised reconstitution instructions for low-fat milk are being phased-in over the course of 2009 and with these instructions calories are reduced to 160 from 180. The total sugars value for the "as purchased" would be equal to added sugars in this

case. Due to FDA rounding rules, the nutrition facts panel could declare up to 13 grams of total sugars and still meet the criteria outline above.

¹⁸ The 25 percent of calories from added sugar criteria applies unless the product contains 10 percent DV of fiber, or meets other criteria.

¹⁹ Currently, PepsiCo lists only Gatorade as a beverage that may be advertised to children under 12. This product qualifies on the basis of its functional hydration benefit.

²⁰ FDA excludes CLA from its definition of trans fat.