



The Children's Food and Beverage Advertising Initiative: Progress and Developments

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On Childhood Obesity
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CFBAI's 16 Participants



Agenda

- Participants meeting commitments & goals
 - Compliance is virtually 100%
 - Reasonable, recognizable nutritional standards
 - Numerous new & reformulated products
- Participants are responding to feedback
 - Enhancing Core Principles
 - Considering further changes
 - Scheduling additional reviews



CFBAI Goals

- Shift the mix of products advertised primarily to kids under 12 (“child-directed”)
 - Fewer calories, and lower in fats, sodium, sugars
 - More nutrient dense
- Be part of the solution: support efforts of parents, schools



CFBAI Compliance Summary for 2008

- High level of compliance
 - No violations on television
- Minor compliance issues promptly corrected
 - One radio, one print violations
 - Two elementary school issues
 - A few technical reporting issues
 - Two problems involving company-owned websites



Child-Directed Sites & Advergames

- ≈ 40 company-owned, child-directed sites during 2008
- CFBAI Core Principles interactive game requirement
 - Games that incorporate a participant's food must include pledge-approved foods or HLM
 - No requirement that a game feature branded foods or HLM
 - Some games feature only generic food such as fruits and vegetables
 - Most interactive elements feature pledge-approved foods
- Some participant websites promote nutrition literacy & healthy eating
- Some promote physical activity (some do both)
 - Activity screen breaks, “Get Active” pledges, how-to instructions on outdoor games, Ad Council messages
 - One uses a “dashboard” that allows parental monitoring of kids' activities on the company's site



The Landscape of Children's Advertising Is Changing

- **Before** (Pre-CFBAI) — Almost anything went regarding what was advertised
 - CARU Guidelines for *how* to advertise, but not *what* to advertise
 - Few companies had nutrition standards for child-directed advertising
 - No third party accountability on what was advertised
- **Now** — Science-based nutrition standards guide participants on what to advertise
 - BBB oversight provides transparency and accountability



Nutrition Standards are Science Based

- Reasonable standards: familiar to nutrition professionals
 - Largely based on Dietary Guidelines for Americans 2005 and/or FDA's definitions
- “35, 10, 35” is common theme
 - $\leq 35\%$ fat (or less), $< 10\%$ sat fat, $\leq 35\%$ total sugars by weight
 - Some variations in sugar, e.g., < 25 or 10% added sugars or ≤ 12 grams sugars (exclusive of naturally occurring sugars from dairy, fruit and vegetables)
 - Most have sodium standards
- Company-developed, science-based standards promote
 - Participation in program
 - Competition among participants
- Some have revised standards to make even more rigorous



CSPI Press Release June 14, 2007



Kellogg Makes Historic Settlement Agreement, Adopting Nutrition Standards For Marketing Foods To Children

- No more than 200 calories
- No more than zero grams of trans fat and no more than 2 grams of saturated fat
- No more than 230 milligrams of sodium (except for Eggo frozen waffles)
- No more than 12 grams of sugar (excluding sugar from fruit, dairy, and vegetables). Kellogg will continue its practice of not advertising to children under 6.

"This important agreement represents a rising tide that should lift all boats," said Jacobson.

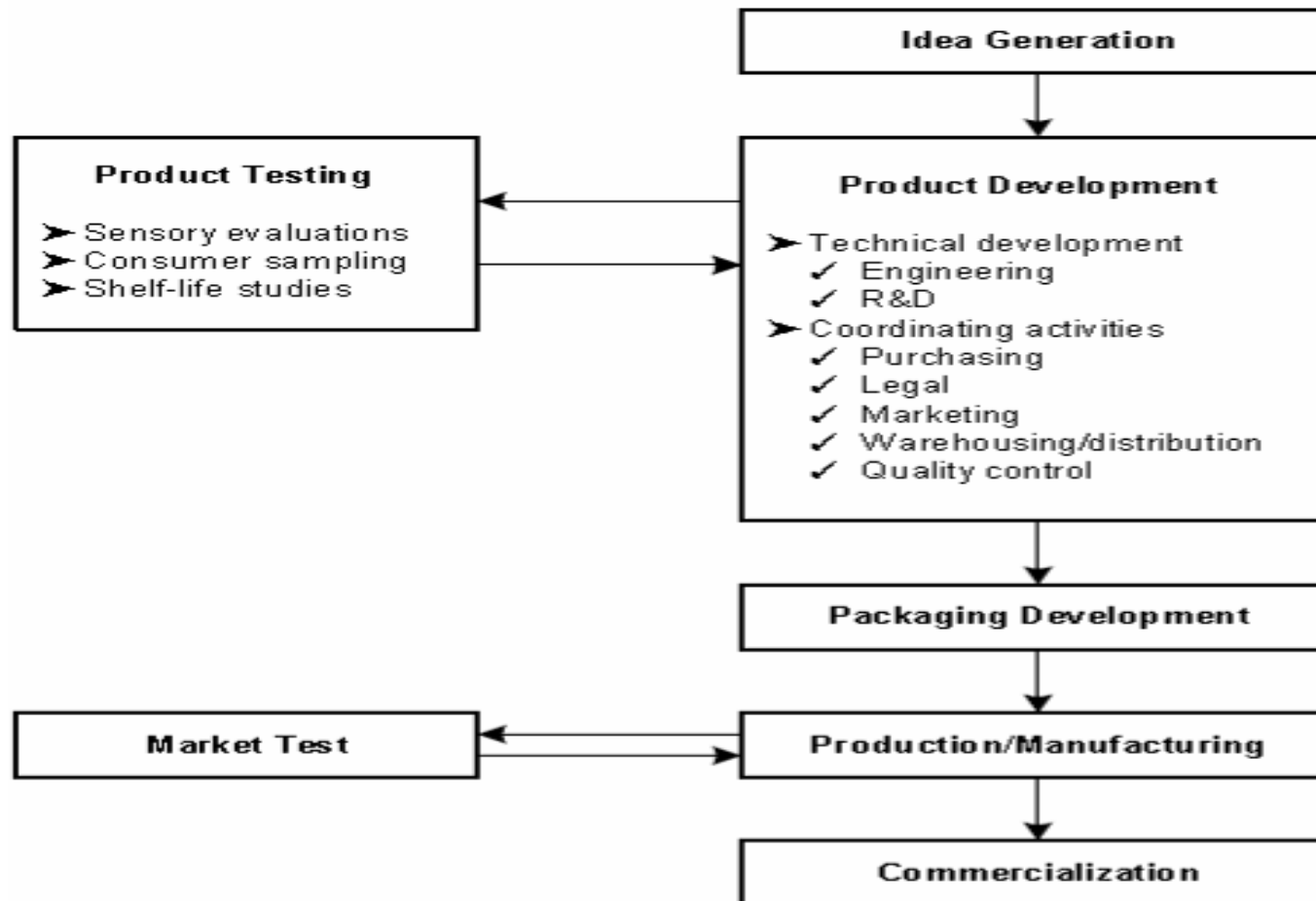


Setting Standards → Change & Improvement

- More than **100** products have been reformulated or created to meet nutrition standards for child-directed advertising
- At least **30** products further enhanced
 - Already met standards or reformulated to meet standards and then further changed



Reformulation Process*



*Cost of Reformulating Foods and Cosmetics (Prepared for FDA, 2002)
available at
http://www.foodrisk.umd.edu/exclusives/CRFC/downloads/reformulating_cost_FR.pdf



Many Millions of Dollars Spent on Reformulation

- Proprietary data
- Based on confidential ball park estimates from a handful of companies
 - So, very conservative figure
- Costs vary
 - Depends on ingredient significance
 - Interaction with other ingredients
- Could be \approx \$100,000 or as much as \$1,000,000, or more
 - For each product or each flavor of a product



Burger King Corp. Changes

- New Product for Pledge Implementation (July 2008)
 - Apple Fries (fresh apples sliced to look like fries)
 - >29 million servings of BK Fresh Apple Fries sold since July 2008
- Enhanced its nutrition criteria for kids meals (Nov. 2008)
 - Added 600mg sodium limit & requirement that meals provide \leq good source of at least 2 beneficial nutrients for kids
- New Kids Meals and Combos
 - Mac & Cheese Meal with apple fries & low-fat milk (July 2008)
 - Chicken Tenders with apple fries & fat-free milk (April 2009)
 - Reformulated Chicken Tenders, reducing sodium by about 1/3
 - Burger Shots Meal with apple fries & calcium-fortified apple juice
 - Hamburger Meal with apple fries & calcium-fortified apple juice
- Additional Changes
 - Reduced calories, fat & sodium in Mac & Cheese (Nov. 2008)
 - Replaced low-fat white milk with fat-free milk (April 2009)



Burger King Corp.

“SpongeBob: The Movie” – November 2004



- Advertised Kids Meal included:
 - Double Cheeseburger
 - French fries
 - Soft drink
 - Premium/toy



Burger King Corp.

“SpongeBob: Lost in Time” – February 2006



- Advertised Kids Meal included a variety of options
 - Cheeseburger
 - 4 pc. *Chicken Tenders*®
 - Mott's® Strawberry applesauce
 - French fries
 - Low-fat chocolate milk
 - Soft drink



Burger King Corp.

“SpongeBob vs. The Big One” – April 2009



- Advertised Kids Meals meet strict nutrition criteria: e.g.,
 - BK Burger Shots® 2-pack
 - Minute Maid® Calcium-fortified Apple Juice
 - BK® Fresh Apple Fries with low-fat caramel packet



Campbell's Changes

- **25** SKUs reformulated or new products formulated to meet nutrition standards
 - **1** soup reformulated (2x: first to 25% less sodium, then to 480mg)
 - **12** kids soups reformulated to 480mg sodium
 - FDA “healthy” level for individual foods
 - Originally most kids’ soups qualified because 25% less sodium than reference product
 - **2** canned pastas (sodium reductions)
 - **8** snack cracker SKUs (fat reductions)
 - **2** new snack cracker flavors



Chicken & Stars Soup 31% to 49% Sodium Reduction

Pre-2007 Pledge

Nutrition Facts		Amount/serving	%DV*	Amount/serving	%DV*
Serv. Size 1/2 cup (120mL) condensed soup Servings about 2.5		Total Fat 2g	3%	Total Carb. 10g	3%
Calories 70 Fat Cal. 20		Sat. Fat 0.5g	3%	Fiber 1g	4%
		Trans. Fat 0g		Sugars 2g	
		Cholest. 5mg	2%	Protein 3g	
		Sodium 940mg	39%		
*Percent Daily Values (DV) are based on a 2,000 calorie diet. Vitamin A 10% • Vitamin C 0% • Calcium 0% • Iron 0%					

July 2007

31% Reduction from Pre-2007

Nutrition Facts

Serv. size 1/2 cup (120 mL) condensed soup
Servings about 2.5

Calories 70

Fat Cal. 20

*Percent Daily Values (DV) are based on a 2,000 calorie diet

Amount/serving	%DV*	Amount/serving	%DV*
Total Fat 2g	3%	Potassium 90mg	3%
Sat. Fat 0.5g	3%	Total Carb. 10g	3%
Trans Fat 0g		Fiber 1g	4%
Cholest. 5mg	2%	Sugars 1g	
Sodium 640mg	27%	Protein 3g	
Vitamin A 15% • Vitamin C 0% • Calcium 0% • Iron 2%			

Current Formulation

49% Reduction from Pre-2007

Nutrition Facts		Amount Per Serving	% DV *	Amount Per Serving	% DV *
Serving Size: 1/2 cup (120 ml) condensed soup Servings: about 2.5 Calories 70 Fat Cal. 20		Total Fat 2g	3%	Sodium 480mg	20%
		Sat. Fat 0.5g	3%	Potassium 560mg	16%
		Trans Fat 0g		Total Carb. 11g	4%
		Polyunsat. Fat 0.5g		Fiber 1g	4%
		Monounsat. Fat 1g		Sugars 1g	
		Cholest. 5mg	2%	Protein 3g	
* Percent Daily Values (DV) are based on a 2,000 calorie diet. Vitamin A 15% • Vitamin C 0% • Calcium 0% • Iron 2%					

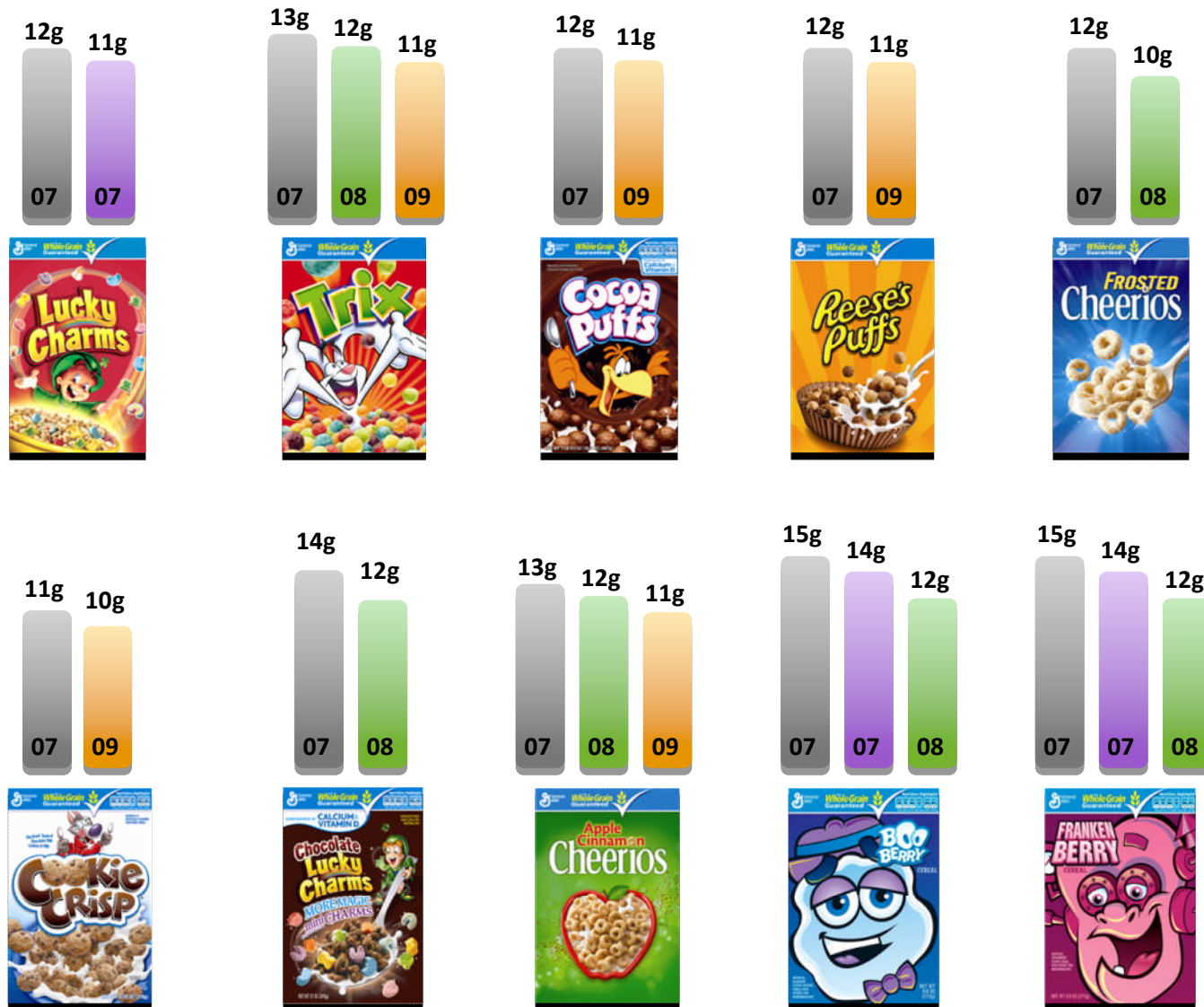
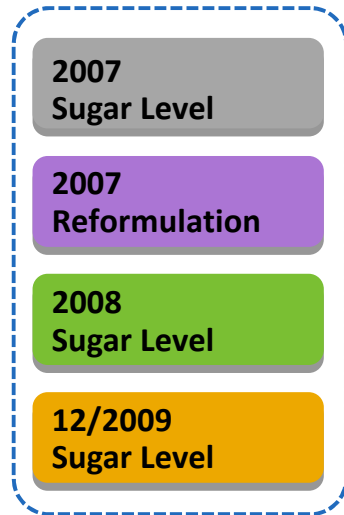


General Mills Changes

- **Reformulated 7 products to meet standards**
 - Yoplait Trix Yogurt (5 flavors)
 - Chocolate Lucky Charms
 - Trix cereal
- **Introduced 7 new products**
- **Reformulated 4 kids cereals that are not advertised to kids**
 - 3 cereals → sugars reduced from 15g to 12g
 - 1 cereal → sugars reduced from 13g to 12g
 - Reduced again 12g → 11g
- **Further reformulated 15 products that already met standards**
 - 8 Yoplait Gogurt SKUs (calories, fat and sat fat reduced)
 - 7 cereals
 - 4 cereals → sugars reduced from 12g to 11g
 - 1 cereal → sugars reduced from 12g to 10g
 - 1 cereal → sugars reduced from 11g to 10g
 - 1 cereal → sodium reduced from 190mg to 160mg



General Mills: Lowering Sugar Levels*



*Data and graphic courtesy of General Mills



Kellogg Company Changes

- Reformulated **10** SKUs to meet standard
 - 4 Cereals (e.g., Apple Jacks)
 - 1 Toaster Pastry
 - 5 Yogo Bits Snacks
- Enhanced **3** SKUs that already were reformulated to meet standard
 - Added *fiber* (“nutrient shortfall” for children) at 10% DV or higher



Apple Jacks® Cereal 20% Sugar Reduction

Pre-2007 Pledge

Nutrition Facts

Serving Size	1 Cup (31g/1.1oz)	
	Cereal with 1/2 cup Vitamins A&D Fat Free Milk	
Amount Per Serving	Cereal	
	120	160
Calories		
Calories from Fat	5	5
	% Daily Value**	
Total Fat 0.5g ^a	1%	1%
Saturated Fat 0g	0%	0%
Trans Fat 0g		
Cholesterol 0mg	0%	0%
	6%	9%
Sodium 150mg		
	1%	7%
Potassium 35mg		
	9%	11%
Total Carbohydrate 28g		
Dietary Fiber 1g	4%	4%
Sugars 15g		
Other Carbohydrate 12g		
Protein 1g		
Vitamin A	10%	15%
Vitamin C	25%	25%
Calcium	0%	15%
Iron	25%	25%
Vitamin D	10%	25%
Thiamin	25%	30%
Riboflavin	25%	35%
Niacin	25%	25%
Vitamin B ₆	25%	25%
Folic Acid	25%	25%
Vitamin B ₁₂	25%	35%
Zinc	10%	15%

Current Formulation

Nutrition Facts

Serving Size	1 Cup (28g/1oz)	
	Cereal with 1/2 cup Vitamins A&D Fat Free Milk	
Amount Per Serving	Cereal	
	100	140
Calories		
Calories from Fat	5	5
	% Daily Value**	
Total Fat 0.5g ^a	1%	1%
Saturated Fat 0g	0%	0%
Trans Fat 0g		
Cholesterol 0mg	0%	0%
	3%	8%
Sodium 130mg		
	1%	7%
Potassium 35mg		
	8%	10%
Total Carbohydrate 25g		
Dietary Fiber 3g	10%	10%
Sugars 12g		
Other Carbohydrate 10g		
Protein 1g		
Vitamin A	10%	15%
Vitamin C	25%	25%
Calcium	0%	15%
Iron	25%	25%
Vitamin D	10%	25%
Thiamin	25%	30%
Riboflavin	25%	35%
Niacin	25%	25%
Vitamin B ₆	25%	25%
Folic Acid	25%	25%
Vitamin B ₁₂	25%	35%
Zinc	10%	15%



McDonald's Changes

- Happy Meal Advertising now **always** includes **apple dippers** and **low-fat milk**
 - No child-directed generic brand advertising
- More than **100 million** orders of Apple Dippers purchased in Happy Meals since January 2008.
- **New Meal Combination** introduced May 2008 to meet standards
 - Snack wrap (chicken), with low-fat yogurt parfait (includes > half serving of fruit), and water



Changes in McDonald's Advertising

1979



**630
Calories**

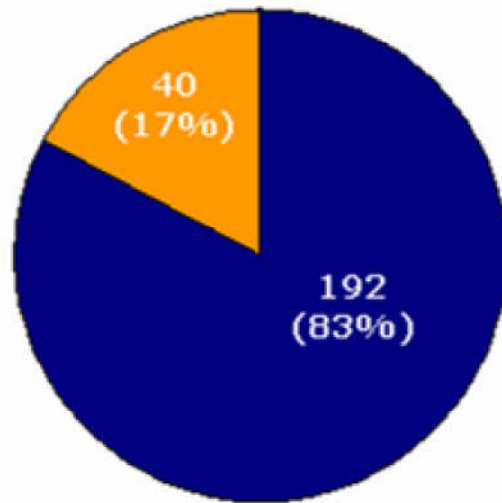
2009



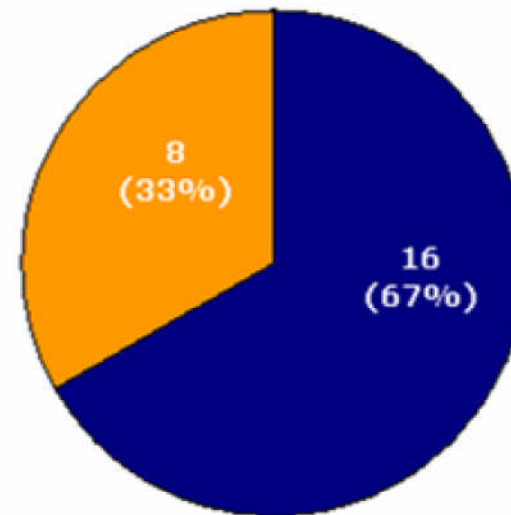
395 calories
455 calories - Hamburger

Nutritional Snapshot of CFBAI Participant Child-Directed Ads/Products

Total Number of CFBAI Ads



Total Number of CFBAI Products



■ Number that met study criteria
■ Number that did not meet study criteria

Study Criteria:

1. At Least a Good Source of a Nutrient Shortfall for Children, or
2. A Food Group to be Encouraged



Other Snapshot Study Findings

- Whole Grain
 - 35% of participant ads were for products or meals that included ≥ 8 grams whole grain
- Yogurt Products
 - 12% of participant ads featured or included yogurt products
- Vegetables
 - 7% of participants ads were for products that included \geq a half serving of vegetables
- Apples & Milk
 - 28% of participant ads included apples and milk



Nutritional Profile of 37 Cereals on CFBAI List

- There are more cereals with ≤ 10 grams of sugar than there are cereals with 12 grams
 - Almost 2/3 have 11 grams or less
 - Almost half have no more than 35% sugar by weight and others very close to that threshold
 - Cereal accounts for just five percent of the sugar in kids' diets
- All provide essential minerals and vitamins
 - Vast majority are a “good” source (10% DV) of a “nutrient shortfall” for children
 - Vast majority are a good source of Vitamin D
- More than half provide 8 grams whole grains per serving
- Virtually all meet FDA's definition for “healthy” nutrient content (based on RACC)
 - All meet definition per labeled serving



Going Forward

- Listening to feedback
- Revising the “Core Principles”
 - Changes to baseline requirements
 - Media coverage significantly expanded
 - Includes more digital and mobile mediums
 - Effective January 1, 2010
- Discussing other changes
- Planning a nutrition science review



Core Commitment Changes

- Changes to baseline commitments:
 - Increasing commitment level to 100% from 50%
 - Requiring that advertising commitment be met solely through healthier dietary choices or better-for-you products



Scope of Coverage Changes

- More Venues: More Digital/Mobile Media
 - Interactive games in all formats that are provided free or at nominal charge (not just online games)
 - Video & computer games rated “Early Childhood” or “EC”
 - Other video/computer games that are age-graded on the label or packaging as being primarily directed to children under 12
 - DVDs of G rated movies that are primarily child directed
 - Other DVDs whose content is primarily child directed
 - Mobile media (cell phones, PDAs) when advertising is primarily child directed
- Word of mouth advertising that is primarily child directed



Next Steps

- Planning “Nutrition Science Review” (Fall/Winter 2010)
 - CFBAI participant reps and company nutritionists will review
 - SNAC Pac recommendations
 - Dietary Guidelines for Americans 2010
 - FDA (FOP proposal)
 - Other relevant authoritative nutrition science developments
- Considering changes for definition of “child-directed” advertising



Conclusion

- **Progress.** Since launch significant improvement in nutrition profiles
 - **To Date.** More than 130 reformulated, new or enhanced products
 - **Future Changes.** Reformulation and innovation will continue
- **Expanded Market Coverage.** Effective Jan. 1, 2010, child-directed advertising in more venues covered



SHAPINGNJ: The State Partnership for Nutrition, Physical Activity & Obesity Program (NPAO)



- NJ Department of Health & Senior Services, Office of Nutrition and Fitness
 - Awarded \$4.1 million funding from the Centers for Disease Control & Prevention 2008-2013
 - Focus on Policy and Environmental Change
(Making the Healthy Choice the Easy Choice)
 - Populations at Risk of Health Disparities
 - Address 6 Specific Behaviors/4 settings

The Office of Nutrition and
Fitness (ONF)

Target Behaviors

1. Increase breastfeeding - initiation, duration, and exclusivity
2. Increase physical activity
3. Increase consumption of fruits and vegetables
4. Decrease consumption of sugar sweetened beverages
5. Reduce consumption of high energy dense foods
6. Decrease television viewing



Four Settings: Provide a role for everyone

Community



Healthcare



School



Work Site



SHAPINGNJ



- **Year 1:** Develop partnerships with organizations throughout NJ
 - 68 signed agreements
- **Year 2:** Convene workgroups, review existing data, select strategies
 - write state obesity prevention plan, due June 30, 2010
- **Year 3:** Implementation

www.shapingnj.gov

The Office of Nutrition and
Fitness (ONF)