



## CHILDREN'S FOOD AND BEVERAGE ADVERTISING INITIATIVE PROGRAM AND CORE PRINCIPLES • AT A GLANCE

**The Children's Food and Beverage Advertising Initiative (CFBAI)** was launched in 2006 to improve the children's food advertising landscape. Participants agree to use CFBAI's category-specific uniform nutrition criteria to govern what foods are in advertising primarily directed to children under age 12 ("child-directed advertising"), or to not engage in child-directed advertising.

Core Principles and Requirements	
<b>Child-Directed Advertising</b>	<p>CFBAI's uniform nutrition criteria apply to child-directed advertising on:</p> <ul style="list-style-type: none"> <li>• TV</li> <li>• Radio</li> <li>• Print</li> <li>• Company-owned and third-party websites</li> <li>• EC-rated or other age-graded video and computer games</li> </ul> <div style="display: flex; justify-content: space-between; align-items: center;"> <ul style="list-style-type: none"> <li>• DVDs with child-directed content</li> <li>• Mobile media</li> </ul> <ul style="list-style-type: none"> <li>• Word-of-mouth</li> </ul>  </div>
<b>Uniform Nutrition Criteria</b>	All foods must meet limits on calories, saturated fat, <i>trans</i> fat, sodium and total sugars, and must satisfy requirements for nutrition components to encourage (fruits, vegetables, non/low-fat dairy, whole grains or essential nutrients, or some combination of these components).
<b>Interactive Games</b>	Foods used in child-directed interactive games must meet CFBAI's nutrition criteria.
<b>Licensed Characters, Celebrities and Movie Tie-Ins</b>	The use of third-party licensed characters, celebrities (including athletes) and movie tie-ins in advertising is limited to foods that meet CFBAI's nutrition criteria. This restriction does not apply to point-of-sale, packaging and use of company-owned characters.
<b>Product Placement</b>	Paying for or actively seeking to place foods in child-directed program/editorial content to promote the sale of those foods is not allowed. 
<b>Elementary Schools</b>	Advertising branded foods to children in elementary schools is not allowed. This requirement does not apply to food and beverage displays, public service messaging or charitable fundraising activities and donations.  <b>PreK-6<sup>th</sup> Grade</b>

### What "Child-Directed Advertising" Means

#### Advertising Primarily Directed to Children Under Age 12



**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 at the time of the media buy.

**For websites**, determinations are made based on the percentage of child visitors and other factors, such as the target audience based on the company's media plan, the overall impression of the site and age-screening to limit access.

**For other covered media such as DVDs with child-directed content**, determinations are made based on an analysis of factors, such as the target audience based on the media plan.

#### Advertising Primarily Directed to Children Under Age 6

Although not a CFBAI requirement, the majority of participants commit to not engage in advertising primarily directed to children under age six. Participants use the same or similar measures to define advertising for the under-six age group as for children under age 12.

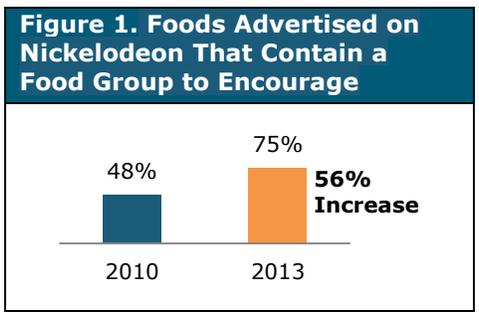
Who Participates in CFBAI		
12 companies commit to use uniform nutrition criteria for child-directed advertising		5 companies commit to not engage in child-directed advertising
Burger King Corporation	Kraft Foods Group, Inc.	The Coca-Cola Company
Campbell Soup Company	McDonald's USA	Ferrero USA
ConAgra Foods, Inc.	Mondelēz Global LLC	The Hershey Company
The Dannon Company, Inc.	PepsiCo, Inc.	Mars, Incorporated
General Mills, Inc.	Post Foods, LLC	Nestlé USA
Kellogg Company	Unilever United States	

**CFBAI and its Participants are Delivering Results**

**Foods advertised on kids' TV programming have improved.** For example, as seen in Figure 1, an analysis of ads from CFBAI participants that aired on a 30-hour sample of Nickelodeon programming showed the percentage of foods containing at least a half-serving of fruits, vegetables, dairy or whole grains increased significantly from 2010 to 2013.<sup>1</sup>

**Cereals**, which represent the most frequently advertised-to-children category, now contain:

- Less sugar. All cereals with a one-ounce serving size contain no more than 10 grams of sugar per serving. More than half of them contain 9 grams or less.
- More whole grains and other positive components. Whole grains are listed as the first ingredient in the ingredients statement in two-thirds of the cereals. Most (71%) of the cereals contain at least 8 grams of whole grains (an amount the 2010 Dietary Guidelines for Americans recognize as significant) and 50% contain at least 12 grams. All contain at least a "good" source of important nutrients such as fiber, vitamin D and calcium.



**Self-Regulation is Improving the Children's Food Advertising Landscape Because CFBAI:**

- Sets strong standards
- Conducts rigorous and independent monitoring
- Holds participants accountable
- Brings transparency to commitments
- Informs the public about program developments
- Commits to steady, ongoing improvements
- Requires foods advertised to children to meet strong nutrition criteria

**Looking Ahead**

While significant progress has occurred, CFBAI is committed to seeking additional improvements and strengthening the program in the coming years. For more information, visit [bbb.org/kids\\_food](http://bbb.org/kids_food).

<sup>1</sup> A half-serving minimum for dairy products was not used in this analysis because some products, such as yogurts, are individually packaged in less than four-ounce serving sizes.