## Children’s Food and Beverage Advertising Initiative

Council of Better Business Bureaus, Inc.

### Category-Specific Uniform Nutrition Criteria

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<th>Product Category</th>
<th>Unit</th>
<th>Nutrients to Limit (NTL)</th>
<th>Nutrition Components to Encourage (NCTE)</th>
<th>Notes</th>
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</table>
| 1. Juices        | LSS  | ≤ 160 | 0 g | ≤ 140 mg | No added sugars | ≥ ½ c F/V juices | - 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 | - 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 and ≥ 10% DV calcium | - 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 mg | ≤ 20 g | ≥ ¼ c dairy and ≥ 10% DV calcium | - 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) | - 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 | - 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 |
| 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 | - 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 equivalent protein equivalent | - 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, and ≥ 10% DV of any essential nutrient | - 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 two essential nutrients | - 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 |
### Product Category | Unit | Nutrients to Limit (NTL) | Nutrition Components to Encourage (NCTE) | Notes |
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<tbody>
<tr>
<td>8. Main dishes and entrées</td>
<td>LSS</td>
<td>Calories ≤ 350, Sat Fat ≤ 10% kcal, Sodium ≤ 600 mg, Total Sugars ≤ 15 g</td>
<td>≥ 1 serving of F/V/D/WG or ≥ ½ serving of F/V/D/WG and ≥ 10% DV of two essential nutrients</td>
<td>– Items must meet FDA/USDA definition for main dishes</td>
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<tr>
<td>9. Small meals</td>
<td>LSS</td>
<td>Calories ≤ 450, Sat Fat ≤ 10% kcal, Sodium ≤ 600 mg, Total Sugars ≤ 17/12 g</td>
<td>≥ ½ servings of F/V/D/WG or ≥ 1 serving of F/V/D/WG and ≥ 10% DV of three essential nutrients</td>
<td>– Small meals contain multiple items but do not meet FDA/USDA definition for meals</td>
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<tr>
<td>10. Meals (entrée and other items including a beverage)</td>
<td>Meal</td>
<td>Calories ≤ 600, Sat Fat ≤ 10% kcal, Sodium ≤ 740 mg, Total Sugars ≤ 20/15 g</td>
<td>≥ 2 servings of F/V/D/WG or ≥ 1½ servings of F/V/D/WG and ≥ 10% DV of three essential nutrients</td>
<td>– Meals must meet FDA/USDA definition for meals</td>
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**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, entrees, meal-type products), naturally occurring trans fats are excluded.

**Exemptions**
- Sugar-free mints and gum.
- 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.