



Better Business Bureau® Advertisers for Healthy Children Children's Food and Beverage Advertising Initiative

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Editor's Note

This is the second issue of our series of occasional newsletters about developments in BBB's Children's Food and Beverage Advertising Initiative (CFBAI). We were very gratified with the response to our inaugural issue, sent in February, with recipients telling us they appreciated the additional transparency the newsletter brings to the program and how it makes it easier to follow program developments. We welcome your comments or suggestions about the newsletter.

To reflect changes that have occurred since February, we have updated the [list](#) of products that participants may feature in advertising primarily directed to children under 12, and the [chart](#) of the nutrition criteria that determine what products may be featured in such advertising.

For more information about the CFBAI and the 15 leading companies that are participating in the Initiative, please visit us at www.bbb.org/us/advertisers4healthykids.

Elaine D. Kolish, Editor

Initiative News

CFBAI Issues Elementary School Fact Sheet

In April 2009, the CFBAI issued a Fact Sheet on its Elementary School Principles. One of the Initiative's [Core Principles](#) is that participants must commit to not advertising branded food or beverage products (even better-for-you products) in elementary schools.

The Fact Sheet explains that the CFBAI takes an expansive view of the scope of the elementary school setting. For example, the requirement applies to the *entire* elementary school, not just the classrooms.

The Fact Sheet also explains that participants may provide schools with public service messages and curriculum materials that identify the sponsor, but the identification cannot be the focal point or centerpiece of such materials. Additionally, participants' products or packaging may be used in charitable fundraising activities that schools or school-based groups organize or facilitate.

[Click here to see the Elementary School Fact Sheet](#)

Pledge Updates: March 2009 to May 2009

Burger King Corp.

[Burger King Corp.](#) has added three Kids Meals to the list of meals that meet the nutritional standards in its BBB-approved pledge and transitioned to fat-free white milk from 1% low-fat white milk in its restaurants nationwide.

The new Kids Meals are: a hamburger with calcium-fortified apple juice; two BK BURGER SHOTS® with calcium-fortified apple juice; and 4-piece CHICKEN TENDERS® with fat-free white milk. The three meals also include BK™ Fresh Apple Fries with low-fat caramel dipping sauce.

As a result of the switch to fat-free milk, the fat content of BKC's Macaroni and Cheese Kids Meal (the first meal approved under its pledge) is down to 5.5 grams from 8 grams (to 15% of calories from 21%). The meal's sodium content, while well under BKC's 600 mg limit, is slightly higher now (525 mg v. 505 mg), reflecting the higher sodium content of fat-free milk. A prior reformulation had already reduced the fat and sodium content of this meal.

Kraft Foods Global, Inc.

[Kraft Foods](#) has added cereal bars and some additional beverages to its list of foods that meet its *Sensible Solution* criteria that the BBB has approved for advertising to kids under 12. The cereal bars contain 8 or more grams of whole grain, and meet specified limits for calories, fat, added sugars and sodium. The beverages are four Capri Sun 100% Juices, which contain a full serving of fruit in each serving and no more than 120 calories, and Capri Sun Sunrise Juice Drinks, which provide 100% of the Daily Value for Vitamin C, 10% DV of calcium, and contain 25% less sugar than other leading juice drinks.

Nestlé USA

[Nestlé USA](#) has supplemented its pledge with updates to its nutrition criteria and added a new product, calcium fortified low-fat milk. The nutrition criteria updates include limits on fat, saturated fat, sodium, and added sugar. The pledge also requires that all product categories provide at least 10% DV of one nutrient. Nestlé's other approved products include 100% juices, ready-to-drink and powdered flavored milks, and Push up frozen desserts.

New Resources

We've added several new sites to our [Resources](#) page. Check them out!

Feedback

The CFBAI welcomes questions or comments about the Initiative. Inquiries can be sent to kidsinitiative@council.bbb.org.

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