

BBB Children's Food and Beverage Advertising Initiative: Synopsis of Participants' Nutrition Standards (September 2011)

| Participants | Calories* (per serving/meal) | Fat* ¹ | Sodium* | Sugars | Positive Nutrients/ Food Group to Encourage* |
|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------------------------|-------------------------------------------------------------------------------------------------------|
| Burger King Corp. | | | | | |
| Kids Meal | ≤ 560 | Total Fat < 30% kcal Sat Fat < 10% kcal Trans Fat No Added | ≤ 600 mg | ≤ 10% of kcal added | ≥ 10% DV of at least two shortfall nutrients |
| Cadbury Adams | | | | | |
| Does not engage in food and beverage product advertising primarily directed to children under 12. | | | | | |
| Campbell Soup Company | | | | | |
| Soup | ≤ 150 | Total Fat ≤ 3g Sat Fat ≤ 1g & ≤ 15% kcal Trans Fat 0g Labeled | ≤ 480 mg | ≤ 12g (excluding f/v/dairy)** | ≥ 1 serving of vegetables or 10% DV of a vitamin or mineral |
| Canned Pasta | ≤ 300 | Total Fat w/o meat ≤ 35% kcal w/meat ≤ 10g Sat Fat w/o meat ≤ 10% kcal w/meat ≤ 4.5g Trans Fat w/o meat Labeled 0g w/meat Labeled ≤ 0.5g, provided only from meat or dairy | ≤ 600 mg | ≤ 12g (excluding f/v/dairy)** | ≥ 1 serving of vegetables or one-ounce equivalent of whole grains, plus 10% DV of 2 or more nutrients |
| Baked Snacks (≤ 100 kcal portion control products also qualify) | ≤ 170 | Total Fat ≤ 35% kcal Sat Fat ≤ 10% kcal Trans Fat 0g Labeled | ≤ 290 mg | ≤ 12g (excluding f/v/dairy)** | Not Specified [≥ 50% of grains are whole grains in some products] |
| Breads | Campbell has adopted Category Three of the CFBAI Category-Specific Uniform Nutrition Criteria. See http://www.bbb.org/us/storage/16/documents/cfba/CFBAI-Category-Specific-Uniform-Nutrition-Criteria.pdf . | | | | |
| The Coca-Cola Company | | | | | |
| Does not engage in food and beverage product advertising primarily directed to children under 12. | | | | | |
| ConAgra Foods*** | | | | | |
| Meals | ≤ 500 | Total Fat ≤ 35% kcal Sat Fat ≤ 10% kcal Trans Fat 0g Labeled | ≤ 760 mg | ≤ 25% of kcal added | ≥ 10% DV of 3 nutrients ≥ ½ serving vegetables or fruit or 8g of whole grain |
| Canned Pasta | ≤ 350 | Total Fat ≤ 35% kcal Sat Fat ≤ 10% kcal Trans fat 0g Labeled | ≤ 750 mg | ≤ 25% of kcal added | ≥ 10% DV of 2 nutrients ≥ ½ serving vegetables or fruit or 8g of whole grain |
| Peanut Butter, Nuts and Seeds | ≤ 210 | Total Fat Not Specified [Products currently contain ≤ 17g] Sat Fat Not Specified [Products currently contain ≤ 3g] Trans Fat 0g Labeled | ≤ 480 mg | ≤ 25% of kcal added | ≥ 10% DV of 1 nutrient ≥ 1 ounce equivalent of meat and beans |

¹ "0g" 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. Trans fat occurs naturally in trace amounts in meat and dairy products. "No added" trans fat means no trans fat from non-animal sources. Some participants also set or rely on third-party standards that limit cholesterol. For simplicity sake, cholesterol limits are not included here.

BBB Children's Food and Beverage Advertising Initiative: Synopsis of Participants' Nutrition Standards (September 2011)

| Participants | Calories* (per serving/meal) | Fat* ¹ | Sodium* | Sugars | Positive Nutrients/ Food Group to Encourage* |
|---------------------------------------------------------------------------------------------------|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| The Dannon Company | | | | | |
| Yogurt, Dairy Snack and Drinkable Dairy Products ² | Not Specified [Products currently ≤ 120] | Total Fat ≤ 25% kcal Sat Fat < 10% kcal or ≤ 1g Trans Fat 0g Labeled | ≤ 230 mg | ≤ 12.5g added | ≥ 10% DV of calcium |
| General Mills³ | | | | | |
| FDA "Healthy" | ≤ 175 | Total Fat ≤ 3g Sat Fat ≤ 15% kcal & ≤ 1g Trans Fat 0g Labeled | ≤ 480 mg | ≤ 12g (exclusive of f/v/dairy)** | ≥ 10% DV of vitamin A, vitamin C, calcium, iron, protein or fiber |
| General Mills Criteria | ≤ 175 | Total Fat Not Specified Sat Fat ≤ 2g Trans Fat 0g Labeled | ≤ 230 mg cereal/snack ≤ 480 mg side/main dish | ≤ 12g (exclusive of f/v/dairy)** | ≥ ½ serving of whole grain, fruit, vegetables or fat-free or low-fat dairy |
| Hershey Company | | | | | |
| Does not engage in food and beverage product advertising primarily directed to children under 12. | | | | | |
| Kellogg Company | | | | | |
| All Products | ≤ 200 | Total Fat Not specified Sat Fat ≤ 2g Trans Fat 0g Labeled | ≤ 230 mg | ≤ 12g (excluding f/v/dairy)** | Not Specified [Cereals provide essential vitamins and minerals and some provide ≥ 10% DV of fiber] |
| Kraft Foods Global, Inc.***⁴ | | | | | |
| 100% Fruit Juice | Not Specified [Products currently contain ≤ 100] | Total Fat ≤ 3g Sat Fat ≤ 1g Trans Fat 0g Labeled | ≤ 240 mg | 0g added | ≥ 10% DV of vitamin A, C, E, calcium, potassium, fiber or magnesium OR ½ serving of fruit, vegetables, whole grains or fat-free/low-fat milk products |
| Beverages | ≤ 40 ≤ 20 must only meet nutrients to limit | Total Fat ≤ 3g Sat Fat ≤ 1g Trans Fat 0g Labeled | ≤ 140 mg | Not Specified | ≥ 10% DV of vitamin A, C, E, calcium, potassium, fiber or magnesium OR ≥ ½ serving of fruit, vegetables, whole grains or fat- free/low-fat milk products |
| Snack Foods and Sweets | ≤ 160 | Total Fat ≤ 35% kcal Sat Fat < 10% kcal Trans Fat 0g Labeled | ≤ 240 mg | ≤ 25% of kcal added | ≥ 10% DV of vitamin A, C, E, calcium, potassium, fiber or magnesium OR ½ serving of fruit, vegetables, whole grains or fat-free/low-fat milk products |

² The 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.

³ Under General Mills' pledge, products must meet either FDA's criteria for "healthy" per labeled serving, or General Mills' own guidelines for Healthy Dietary Choices. Although not addressed in FDA's criteria for "healthy," General Mills also applies restrictions on calories, trans fat and sugars, on items that qualify as "healthy" per labeled serving.

⁴ In 2009 Kraft Foods announced that it is transitioning from its *Sensible Solution* criteria to the *Smart Choices Program* criteria (listed here) over a three-year period. During this period products may qualify under either set of standards. Currently, some products in the "Beverages" and "Cheese and Cheese Substitutes" categories qualify under *Sensible Solution* (SS) criteria (which are not listed here). Under SS criteria, these products may qualify if they meet affirmative criteria or are "low" or "reduced by ≥ 25%" in calories, sugars, sodium, sat fat, or fat. When beverages and cheeses qualify as "low" or "reduced" other SS criteria may apply. See www.kraftrecipes.com/kf/healthyliving/sensiblesolution/nutritioncriteria.aspx.

BBB Children's Food and Beverage Advertising Initiative: Synopsis of Participants' Nutrition Standards (September 2011)

| Participants | Calories* (per serving/meal) | Fat* ¹ | Sodium* | Sugars | Positive Nutrients/ Food Group to Encourage* |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|-------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Kraft Foods Global, Inc.*** (continued) | | | | | |
| Entrees, sandwiches, main dishes, and meal replacements | ≤ 450 | Total Fat ≤ 35% kcal Sat Fat < 10% kcal Trans Fat 0g Labeled | ≤ 600 mg | ≤ 25% of kcal added | ≥ 10% DV of vitamin A, C, E, calcium, potassium, fiber or magnesium OR ≥ 1 serving of fruit, vegetables, whole grains (half of the grains must be whole) or fat-free/low-fat milk products |
| Cheeses and Cheese Substitutes | Not Specified [Products currently ≤ 70] | Total Fat ≤ 3g Sat Fat ≤ 2g Trans Fat 0g Labeled | ≤ 240 mg | ≤ 25% of kcal added | ≥ 10% DV of vitamin A, C, E, calcium, potassium, fiber or magnesium, OR ½ serving of fruit, vegetables, whole grains or fat-free/low-fat milk products |
| Mars | | | | | |
| Does not engage in food and beverage product advertising primarily directed to children under 12. | | | | | |
| McDonald's USA | | | | | |
| | ≤ 600 | Total Fat ≤ 35% kcal Sat Fat ≤ 10% kcal Trans Fat Not Specified [0g Chicken McNugget meal: No added ¹ Hamburger meal] | Not Specified [560 mg Chicken McNugget meal: 680 mg Hamburger meal] | ≤ 35% total by weight | Not Specified [Meals provide a serving of fruit and low-fat white milk. Both meals provide ≥ 40% DV of calcium, ≥ 10% DV of vitamin A and ≥ 320% DV of vitamin C.] |
| Nestlé USA | | | | | |
| 100% Juice and Sparkling Flavored Juice Beverage | ≤ 170 (Calories vary by variety due to natural variations in sugar content) | Total Fat 0g Sat Fat 0g Trans Fat 0g | ≤ 70 mg | No added | ≥ 10% DV of at least 1 nutrient |
| Choc. Ready to Drink & Powdered Flavored Milk ⁵ | ≤ 170 | Total Fat ≤ 3g Sat Fat ≤ 2g Trans Fat 0g Labeled | ≤ 140 mg | ≤ 12.5g added | ≥ 10% DV of at least 1 nutrient |
| Calcium Fortified Low-Fat Milk | ≤ 100 | Total Fat ≤ 2.5g Sat Fat ≤ 1.5g Trans Fat 0g Labeled | ≤ 125 mg | No added | ≥ 10% DV of at least 1 nutrient |
| PepsiCo, Inc. | | | | | |
| PepsiCo has adopted new global nutrition criteria for advertising to children. See http://www.pepsico.com/Purpose/Performance-with-Purpose/Policies.html . | | | | | |
| Post Foods | | | | | |
| Cereals | ≤ 200 | Total Fat ≤ 3g Sat Fat ≤ 1g Trans Fat 0g | ≤ 230 mg | ≤ 11g (excluding f/v/dairy)** | ≥ 10% DV fiber OR ≥ 8g whole grain OR A good source of ≥ 6 essential vitamins or minerals |
| Cereal Bars | ≤ 150 | Total Fat ≤ 4g Sat Fat ≤ 2g Trans Fat 0g | ≤ 150 mg | ≤ 12g (excluding f/v/dairy)** | ≥ 10% DV fiber OR ≥ 8g whole grain OR A good source of ≥ 6 essential vitamins or minerals |

⁵ Powdered 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." Reconstitution instructions call for low-fat milk. The total sugars value for the "as purchased" would be equal to added sugars in this case. Under FDA rounding rules, the nutrition facts panel may declare up to 13 grams of total sugars and still meet the criteria outlined above.

BBB Children's Food and Beverage Advertising Initiative: Synopsis of Participants' Nutrition Standards (September 2011)

| Participants | Calories* (per serving/meal) | Fat* ¹ | Sodium* | Sugars | Positive Nutrients/ Food Group to Encourage* |
|---------------------------------------|------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|-------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| Sara Lee Corp. | | | | | |
| Non-meat containing products | Not Specified [Products currently ≤ 160] | Total Fat ≤ 3g Sat Fat ≤ 1g & ≤ 15% kcal sat fat Trans Fat 0g | ≤ 480 mg | Not Specified [Products currently ≤ 5g] | Fills a recognized nutritional need in children's diets and ≥ 10% DV of vitamin A, vitamin C, calcium, iron, protein or fiber |
| Meat containing products ⁶ | Not Specified | Total Fat < 5g Sat Fat < 2g Trans Fat < 0.5g | ≤ 480 mg | Not Specified | Fills a recognized nutritional need in children's diets and ≥ 10% DV of vitamin A, vitamin C, calcium, iron, protein or fiber |
| Unilever | | | | | |
| Popsicles | ≤ 110 | Total Fat Not Specified Sat Fat ≤ 2.5g per serving Trans Fat < 2% of kcal excluding CLA ¹ | ≤ 1.6 mg/kcal or ≤ 100mg/ serving | ≤ 25% total by weight and ≤ 20% added by weight | Not Specified [Frozen dairy products provide one-quarter to one-third of a serving of low-fat dairy] |
| Peanut Butter | Not Specified [Products currently ≤ 190] | Total Fat Not Specified Sat Fat ≤ 10% kcal or ≤ 33% of total fat Trans Fat < 2% of kcal excluding CLA ¹ | ≤ 1.6 mg/kcal or ≤ 100mg/ serving | ≤ 25% of kcal total or ≤ 7g/100g of added | Not Specified [Most products contain ≥ 10% DV of a shortfall nutrient] |

* "Requirements" are specified in the nutrition chart. If there are no requirements regarding nutrients to limit, current nutrient amounts are noted in brackets. If there are no positive nutrient "requirements" but a product contains a positive nutrient or food groups to encourage, it also is noted in brackets. Some participant standards require that a product provide at least a good (10% DV) or excellent (20% DV) source of one or more nutrients, or a "shortfall nutrient for children," or a functional benefit and/or contain at least a half serving of a food group to encourage (fruits, vegetables, whole grains and fat-free or low-fat dairy). "Shortfall nutrients for children" mean calcium, potassium, fiber, magnesium and vitamin E — nutrients identified by the 2005 Dietary Guidelines for Americans as being a shortfall in children's diets. For fruits and vegetables, a half serving equals ¼ cup. For dairy, a half serving is 4 ounces and for whole grain a half serving is 8 grams.

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

*** Criteria only for advertised product categories.

⁶ Sara Lee Corp. uses the definition for "extra lean," as defined by the U.S. Department of Agriculture (USDA) for the basis of their standard. For individual foods as defined by the USDA, the fat criterion applies per RACC and per 100 grams. Fat criterion for meal type and main dish products as defined by the USDA are applied per labeled serving and per 100 grams.