

BBB CHILDREN'S FOOD AND BEVERAGE ADVERTISING INITIATIVE

A SNAPSHOT OF THE NUTRITIONAL QUALITY OF PARTICIPANTS' CHILD-DIRECTED FOOD ADVERTISING

Snapshot Criteria

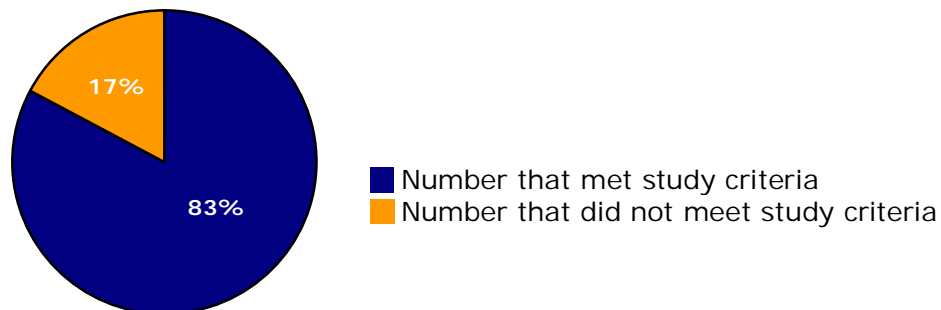
We analyzed participants' products advertised during a sample of children's programming in March 2009¹ to determine whether they provided:

1. $\geq 10\%$ of the Daily Value of potassium, fiber, calcium, magnesium, or vitamin E, identified by the 2005 Dietary Guidelines for Americans as nutrient shortfalls for children; and/or
2. $\geq \frac{1}{2}$ serving of fruit, vegetables, low-fat dairy, or 8g of whole grains, identified by the 2005 Dietary Guidelines for Americans as food groups to encourage.

Key Findings

This informal study found that the vast majority of participant child-directed food advertising is for products providing nutrient shortfalls in children's diets and food groups that are to be encouraged. As seen in Figure 1, 83% of the ads were for products that provided a nutrient shortfall or food group to be encouraged.

Figure 1: CFBAI Participant Advertisements for Products Providing Nutrient Shortfalls or Food Groups to be Encouraged²



Additional Findings

- Whole Grains. 35% of participant ads were for products or meals that included at least 8 grams of whole grains.
- Apples and Milk. 28% of participant ads included apples and milk.
- Yogurt Products. 12% of participant ads featured or included low-fat yogurt products.
- Vegetables. 7% of participant ads were for products that included at least a half serving of vegetables.

¹ Totals and percentages based on 54 hours of programming data collected from March 12, 2009 through March 18, 2009 on Nickelodeon, Cartoon Network, and ToonDisney during popular children's viewing times. Participants' products represented 68% of the total and 70% of the ads in this sample. Figure 1 represents 233 advertisements for 24 CFBAI child-directed products during the time the study took place.

² Sixteen of 24 (67%) CFBAI child-directed products advertised during this time met the study criteria. All CFBAI participant child-directed products analyzed for this study met the nutrition standards for calories, fat, saturated fat, trans fat and sugars set forth in the companies' individual pledges. Products that did not meet the study criteria may have contained other positive nutritional benefits such as 10% DV of other essential vitamins and minerals, or whole grains, but less than 8 grams, as used in our study.