

BBB CHILDREN'S FOOD AND BEVERAGE ADVERTISING INITIATIVE

SNAPSHOT OF THE 37 CEREALS CURRENTLY COVERED BY THE CFBAI

Background

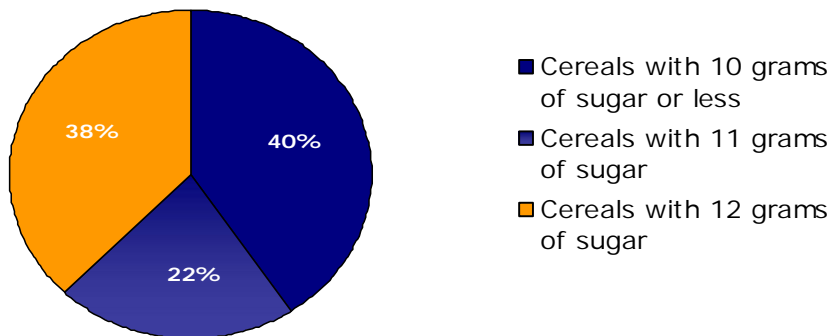
Before CFBAI was launched some cereals advertised to kids had as much as 16 grams of sugar per serving.

Under commitments made in the program, many cereals have been significantly reformulated. All cereals in the program now contain no more than 12 grams of sugar per serving, and many contain far less.¹ All of the cereals are nutrient dense and provide many essential vitamins and minerals.²

Nutrient Snapshot

- There are more cereals with ≤ 10 grams of sugar per serving than there are cereals with 12 grams of sugar per serving
- Almost 2/3 have 11 grams or less per serving
- Almost half have no more than 35% sugar by weight
- The vast majority are a "good" (10% Daily Value) source of Vitamin D and "good" to "excellent" (20% Daily Value) source of essential vitamins and minerals
- More than half provide 8 grams or more of whole grains per serving
- Virtually all meet FDA's definition for "healthy" nutrient content

Figure 1: Sugar Content of Cereals Currently Covered by the CFBAI



Snapshot of Cereal Reformulations

- General Mills has reduced the sugar content of all of the cereals it advertises to kids to 12 grams or less per serving. General Mills announced in December 2009 that it would further reduce the sugar content of advertised kids' cereals to single digits.
- Kellogg reformulated a number of its U.S. cereals in 2008 and decreased sugar by one to three grams. Only products that meet the reformulation requirements – including 12g or less of sugar - are marketed to children under 12. Recently, Kellogg has added fiber (a nutrient shortfall in children's diets)³ at the 10% Daily Value or higher level to three of its most popular advertised kids' cereals. Kellogg also announced that, by the end of 2010, the majority of its U.S. ready-to-eat cereals will be at least a good source of fiber.
- Post Foods reformulated the cereals it advertises to kids and now all provide an "excellent" source (20% Daily Value) of Vitamin D.
- PepsiCo reformulated Cap'n Crunch and Cap'n Crunchberries in 2008 to meet its *Smart Spot* nutrition criteria.

¹ This overview reflects cereal formulations as of January 2010 of products currently on the CFBAI's approved product list. However, not all products appearing on the list are necessarily actively advertised to children.

² Further, independent research has consistently shown that frequent cereal eaters have healthier body weights than those who don't eat cereal — both kids and adults. They also get more needed nutrients, and eat less fat, cholesterol, and sodium than those who don't eat cereal.

³ The US Dietary Guidelines for Americans 2005 identify potassium, fiber, calcium, magnesium, and Vitamin E as nutrient shortfalls in children's diets.