



Claiming Health: Nutritional Content of Children's Foods Containing Front-of- Package Labels

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Society for Behavioral Medicine
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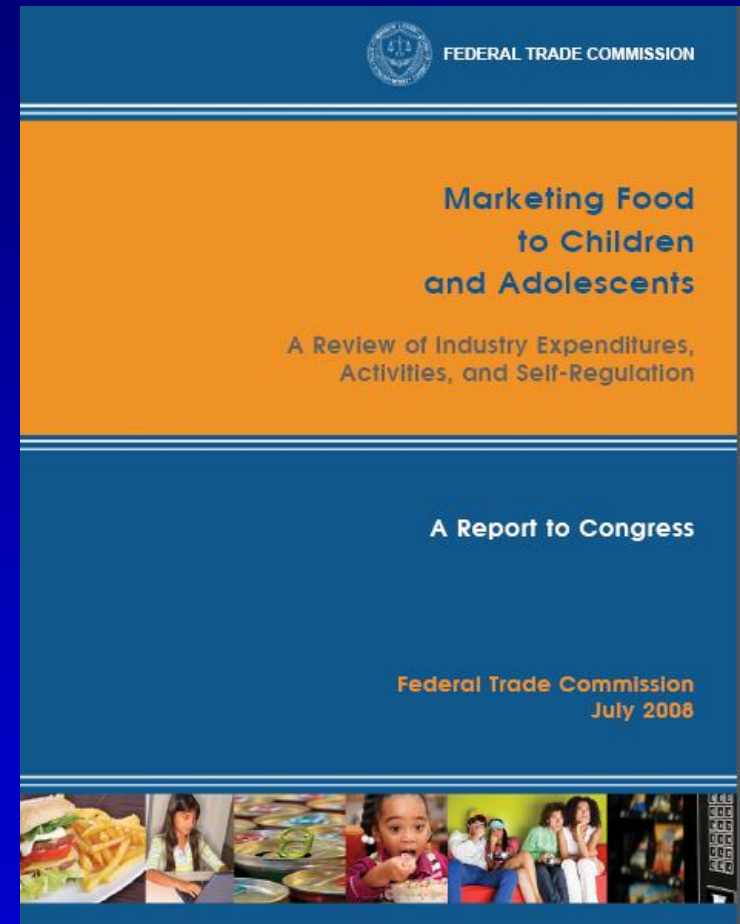
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FTC Report: Marketing to Children & Adolescents

- ◆ In 2006, 44 food and beverage companies spent **\$1.6 billion** marketing their products to children and adolescents in the US



Where's the Fruit?



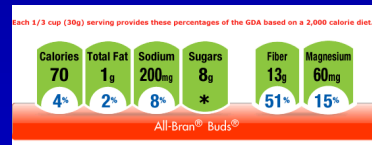
Where's the Fruit?

TABLE 1. FRUIT CONTENT BY BRAND

Category	# of Products	% of Total Products	Brands
Fruit	10	27%	Apple Cinnamon Cheerios, Apple Jacks, Berry Burst Cheerios (<i>Strawberry Banana, Triple Berry</i>), Eggo Waffles (<i>Apple Cinnamon, Blueberry, Strawberry</i>), Kellogg's Pop Tarts (<i>Strawberry</i>), Quaker Chewy 90 Calorie Granola Bars (<i>Baked Apple</i>), Smucker's Jam (<i>Strawberry</i>), Fruit by the Foot (<i>Strawberry</i>), Fruit Rollups (<i>Strawberry</i>), Gushers Fruit Snack (<i>Strawberry</i>)
100% Fruit Juice	2	6 %	Capri Sun Fruit Waves (<i>Grape</i>), Juicy Juice
Minimal Fruit	7	18%	5% Juice Drink: Sunny Delight Fruit Drinks 10% Juice Drink: Capri Sun Juice Drink (<i>Strawberry</i>), Hi-C Fruit Drinks (<i>Boppin' Strawberry</i>), Kool-Aid Jammers Food Products: Popsicle (<i>Orange, Cherry, Grape</i>), Skittles, Starbursts
No Fruit	18	49%	Beverages: Nestle Nesquick Milk and Drink Mix (<i>Strawberry</i>), Tang Food Products: Air Heads, Berry Berry Kix, Bubble Tape, Captain Crunch with Crunch Berries, Dannon Danimals XL (<i>Strawberry Explosion</i>), Froot Loops, Fruity Cheerios, Juicy Fruit Gum, Life Savers (<i>Wild Cherry</i>), Post Fruity Pebbles, Push Pop (<i>Cherry</i>), Ring Pop (<i>Cherry</i>), Trix Cereal, Trix Yogurt (<i>Strawberry Kiwi</i>), Twizzlers, Yoplait Go-Gurt Yogurt (<i>Strawberry Splash</i>)

History of Food Labeling

- ◆ 1990: Nutrition Labeling and Education Act is passed, requiring the Nutrition Facts panel on all packaged foods and authorizing certain health claims.
- ◆ 1995: The American Heart Association debuts its Heart-Healthy symbol
- ◆ 1990s – present: Numerous FOP labeling systems proliferate



- ◆ 2007: FDA holds public hearing on front-of-package symbols
- ◆ 2009: Smart Choices program launches, resulting in public criticism and a letter from the FDA to food manufacturers; the program is put on hold

Claiming Health: Front-of-Package Labeling of Children's Food

Claiming Health:



Front-of-Package
Labeling of
Children's Food

Smart Choices Program



“What we don’t want to do is have front-of-package information that in any way is based on cherry-picking the good and not disclosing adequately the components of a product that may be less good.”

*--Michael Taylor, Senior
FDA Advisor*



Photo Credit: G. Paul Burnett/The New York Times

Children's Food and Beverage Advertising Initiative

- ◆ Voluntary, self-regulated program comprising many of the largest food and beverage companies
- ◆ Goal: “to shift the mix of advertising primarily directed to children to encourage healthier dietary choices and healthy lifestyles.”





Front-of-Package Labeling Systems

Nutrient-Specific Systems



Summary Indicator Systems



Food Group Information Systems





Table 2

Nutrient Criteria

High Fat	High Saturated Fat	High Sugar	High Sodium	Low Fiber
<p>>35% calories from fat*</p> <p>* Nuts, nut butters, and seeds (with no added fat) are exempt from this criteria</p>	<p>>10% calories from saturated fat</p>	<p>>25% calories from total sugars**</p> <p>** Whole fruit, 100% fruit juice, and plain milk (or milk alternatives such as soy or rice milk) are exempt from this criteria</p>	<p><u>Non-Meal Items:</u> >480mg per serving</p> <p><u>Meal Items:</u> >600mg per serving</p>	<p><1.25g fiber per serving***</p> <p>*** 100% fruit juice and plain milk (or milk alternatives such as soy or rice milk) are exempt from this criteria</p>

Claiming Health Findings



Nutritional Content of Children's Products Containing Front-of-Package Labeling

No. of Products	58
High Sugar	57%
High Fat	9%
High Saturated Fat	12%
High Sodium	16%
Products which failed to meet 1 or more nutrient criteria	84%

Example products that failed to meet nutrient criteria.



Nutritional Analysis Revealed:
High sodium product, with 600 mg per 170-calorie serving.



Nutritional Analysis Revealed:
High sugar product, with only 10% fruit juice.



Nutritional Analysis Revealed:
High sugar product, with 48% of calories from sugar.



Nutritional Analysis Revealed:
High saturated fat and high sodium product, with 11% of calories from saturated fat and with 750mg of sodium per 250-calorie serving.



Nutritional Analysis Revealed:
High sugar product, with 37% of calories from sugar.



Table 4

Caloric Sweeteners in Children's Products
Containing Front-of-Package Labeling

Product Category	No. of Products	Caloric Sweetner Present
Beverage	8	75%
Cereal	15	100%
Prepared Foods & Meals	25	96%
Snack	10	100%
Total for All Categories	58	95%

The Truth Behind the Label: What You See



The Truth Behind the Label: What You Get



The Truth Behind the Label: What You See



The Truth Behind the Label: What You Get



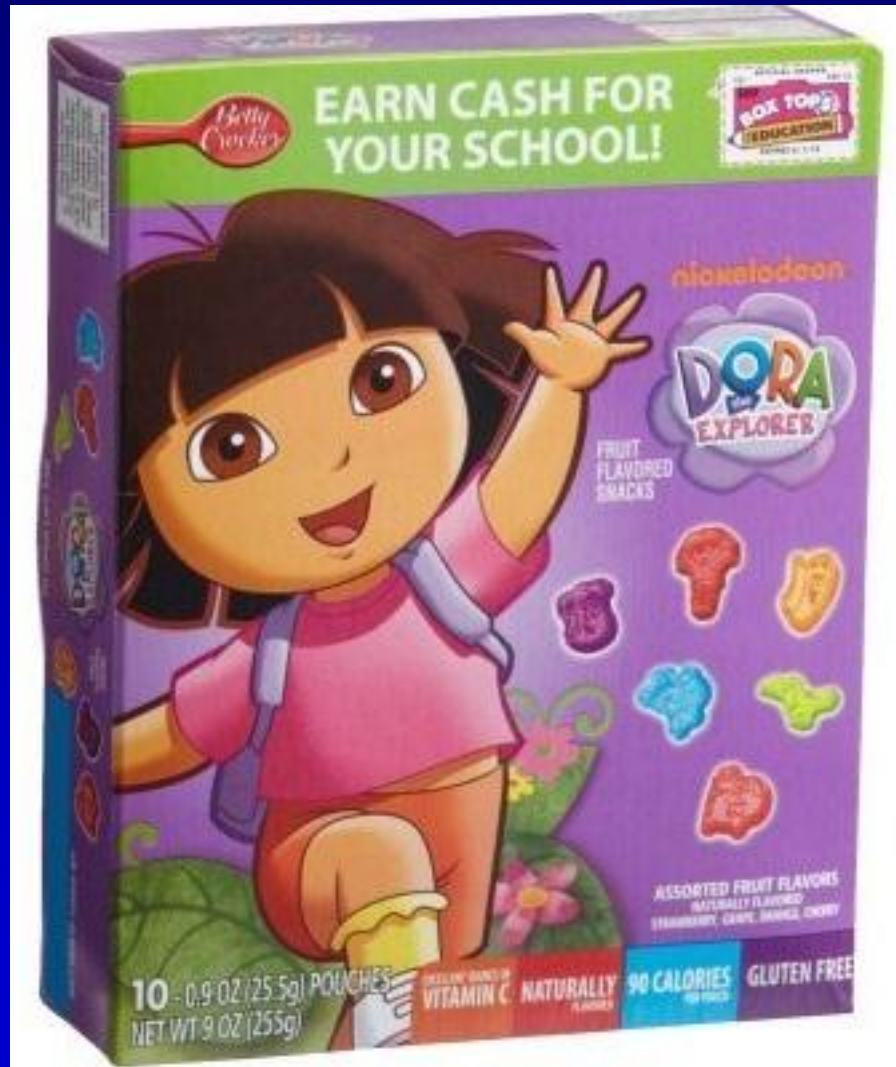
The Truth Behind the Label: What You See



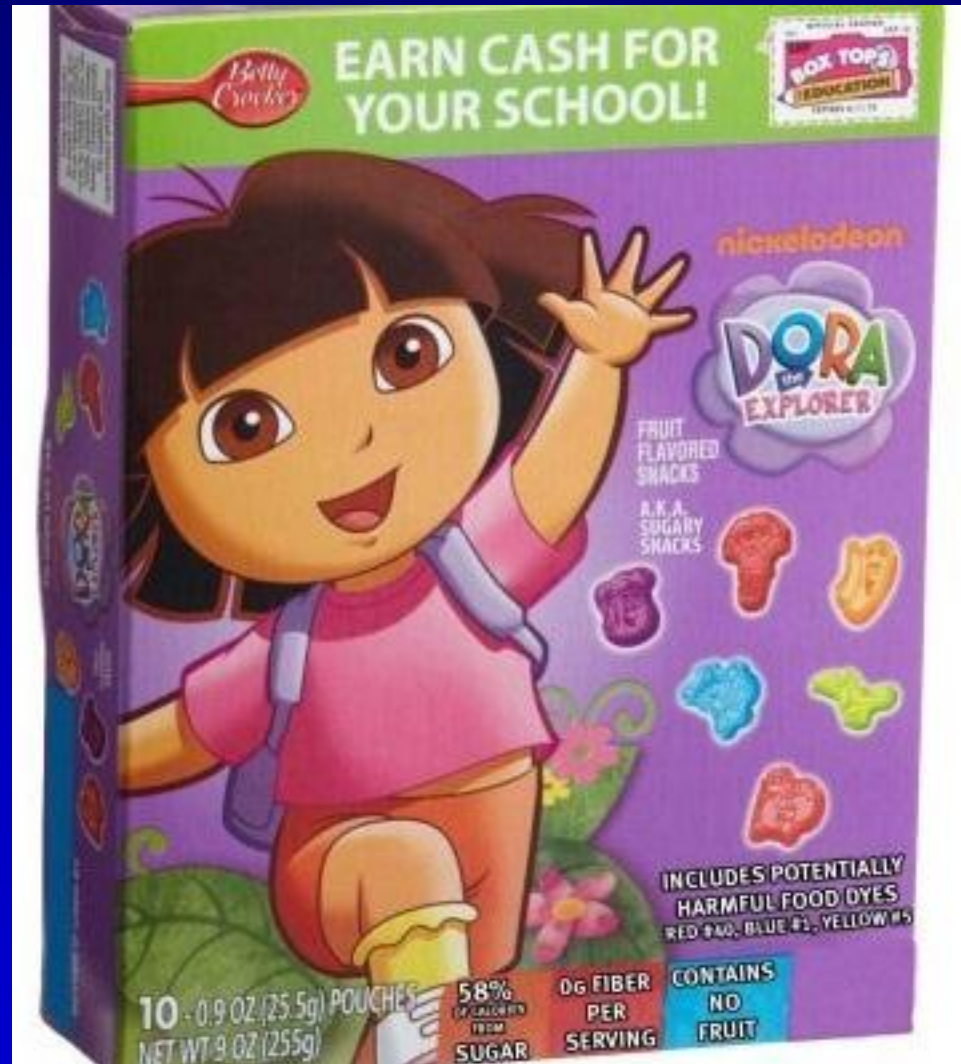
The Truth Behind the Label: What You Get



The Truth Behind the Label: What You See



The Truth Behind the Label: What You Get



The Truth Behind the Label: What You See



The Truth Behind the Label: What You Get



Media Coverage

SFGate

[Proposed food labels prompt a battle.](#) Stacy Finz, San Francisco Chronicle, 1/28/2011

Atlantic

[Study Says Health Claims on Kids' Food Are Overrated.](#) Marion Nestle, The Atlantic, 1/21/2011

Mother Jones

[Study: 84% of Nutrition Labels On Kids' Foods "Misleading."](#) Josh Harkinson, Mother Jones, 1/20/2011

TIME

[More Calls to Overhaul Deceptive Front-of-Package Labeling.](#) Meredith Melnick, TIME, 1/20/2011

grist

[Food industry FAIL: Foods promoted as healthy for kids-surprise!-are mostly not.](#) Tom Laskaway, Grist, 1/19/2011

SFGate

[Front labels on food for children called deceptive.](#) Stacy Finz, San Francisco Chronicle, 1/20/2011

b
BNET

[Junk Food Armageddon Redux, or Why Froot Loops Isn't a Health Food.](#) Melanie Warner, CBS Business Net, 1/20/2011

FOOD
POLITICS

[Surprise! Most "better-for-you" kids' foods aren't.](#) Marion Nestle, Food Politics, 1/19/2011

Los Angeles
Times

Chicago
Tribune

["Healthy" kids' foods usually aren't, study finds.](#) Karen Kaplan, Los Angeles Times and Chicago Tribune, 1/19/2011

SCOPE

[In study, majority of kid's foods marketed as "good for you" actually weren't.](#) Michelle Brandt, Stanford Scope, 1/19/2011

FSN
Food & Safety News

[Kid Foods Labeled 'Better for You' Often Aren't.](#) Mary Rothschild, Food Safety News, 1/19/2011

YAHOO!
Shine

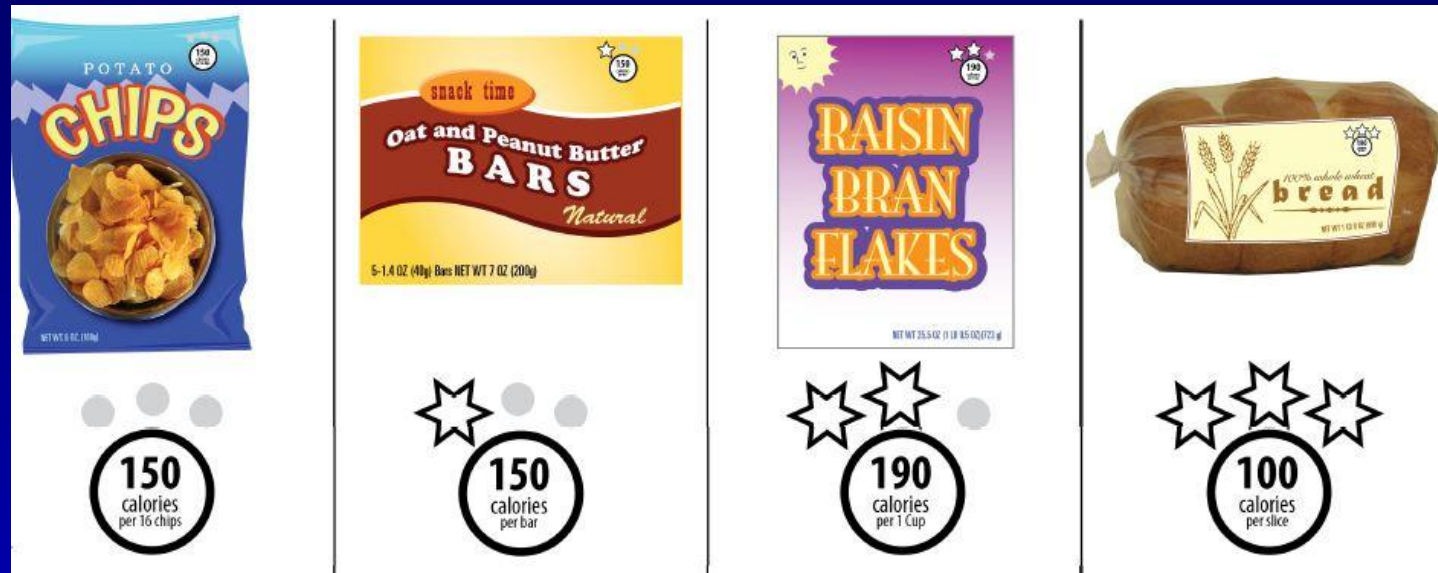
[Parents, beware: These kid-friendly foods claim to be healthy, but they're not.](#) Lylah Amphonse, Yahoo Shine News, 1/19/2011



Claiming Health Recommendations

- ◆ FDA should develop and require uniform criteria for front-of-package labeling using a nutrient-specific system
- ◆ Key nutrition information (calories, saturated/trans fats, added sugar, and sodium) should be listed in easy-to-read type, on the front of the package
- ◆ Nutrients associated with health (vitamins A,C, D, calcium, fiber) should not be included

IOM Proposed Food Labels



“It's up to the companies to make products that are healthy. That's what they say they want to do, that's what we want them to do, and this is a way to hold everyone to that.”

-Juliet Sims, Prevention Institute
San Francisco Chronicle, October 21, 2011

Facts Up Front



- ◆ Pre-emptive move to undermine FDA's current efforts to improve FOP-labeling
- ◆ Emphasizes “good-for-you” nutrients

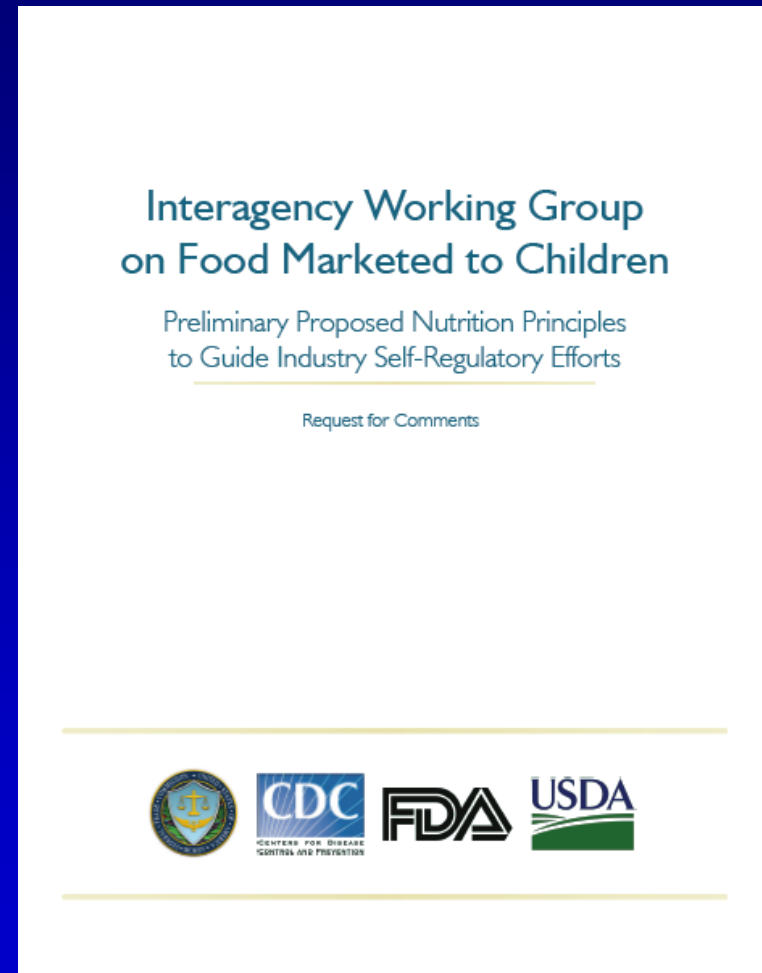
FDA Responds to Facts Up Front

- ◆ February 2012: FDA offers support of Facts Up Front
- ◆ FDA's deputy commissioner for foods: the four standardized basic icons required by Facts Up Front “would alleviate some of FDA's concern regarding the potential...to mislead consumers...” and uniform adoption “may contribute to FDA's public health goals.”
- ◆ FDA will continue to monitor and evaluate the initiative

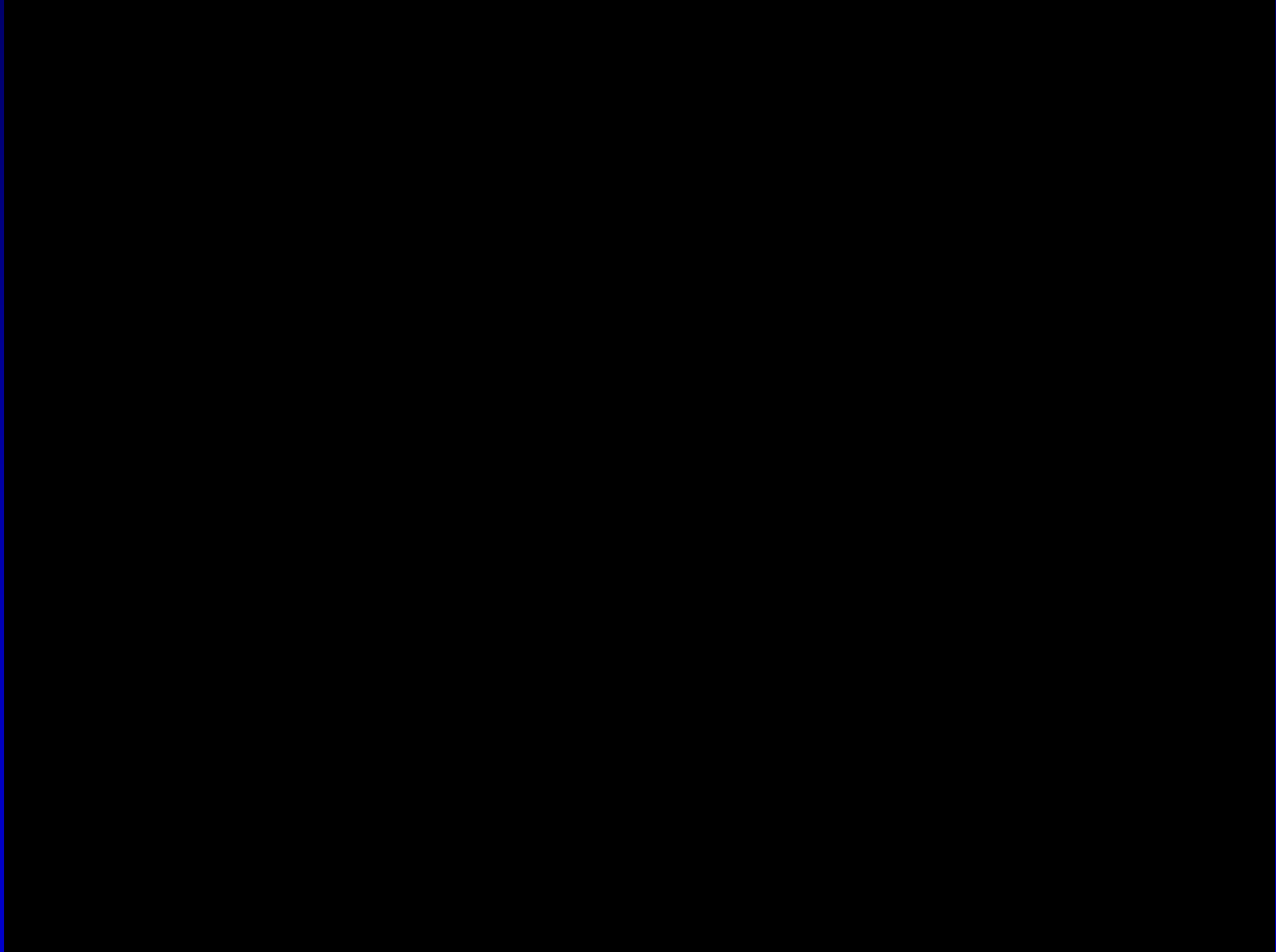


Interagency Working Group on Foods Marketed to Kids

- ◆ Sensible, science-based, voluntary recommendations for foods marketed to 2- to -17-year-olds
- ◆ Propose that foods marketed to children should:
 - Make a meaningful contribution to a healthful diet
 - Minimize nutrients that could have a negative impact on health



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