

Appendix C. Synopsis of CFBAI Participants' Nutritional Standards (November 2012) continued

Participant	Calories (per serving/ meal)	Fat ¹	Sodium	Sugars	Positive Nutrients/ Food Group to Encourage*
		Trans Fat: 0g Labeled	snack ≤ 480 mg side/main dish	f/v/dairy)**	dairy
Hershey Company					
Does not engage in food and beverage product advertising primarily directed to children under 12.					
Hillshire Brands (formerly Sara Lee Corp.)					
Non-meat containing products	Not Specified	Total Fat: ≤ 3g Sat Fat: ≤ 1g & ≤ 15% kcal sat fat Trans Fat: 0g	≤ 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
Meat containing products ⁴	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
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
Kraft Foods Global, Inc.***					
As of Jan. 1, 2012, Kraft Foods is using CFBAI's Category-Specific Uniform Nutrition Criteria and the Smart Choices Program criteria, listed here. Products may qualify under either set of criteria until Dec. 31, 2013, when CFBAI's criteria become effective.					
100% Fruit Juice	Not Specified	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 & 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
Entrées, Sandwiches, Main Dishes, & 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 & Cheese Substitutes	Not Specified	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					
McDonald's has adopted CFBAI's Category-Specific Uniform Nutrition Criteria for Category 10 (Meals). See Appendix B.					

⁴ Hillshire Brands uses the definition for "extra lean," as defined by the U.S. Department of Agriculture (USDA) for the basis of its standard. For individual foods, as defined by the USDA, the fat criterion applies per RACC and per 100 grams. The fat criteria for meal type and main dish products, as defined by the USDA, are applied per labeled serving and per 100 grams.

Appendix C. Synopsis of CFBAI Participants' Nutritional Standards (November 2012) *continued*

Participant	Calories (per serving/ meal)	Fat ¹	Sodium	Sugars	Positive Nutrients/ Food Group to Encourage ⁵
Nestlé USA					
100% Juice	≤ 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 Attachment A.					
Post Foods, LLC					
Cereals	≤ 200	Total Fat: ≤ 3g Sat Fat: ≤ 1g Trans Fat: 0g	≤ 230 mg	≤ 11g (excluding f/v/dairy)**	≥ 10% DV fiber OR ≥ 8g whole grains 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 grains OR A good source of ≥ 6 essential vitamins or minerals
Unilever					
Popsicles	≤ 110	Total Fat: Not Specified Sat Fat: ≤ 2.5g per serving Trans Fat: < 2% of kcal excluding CLA¹	≤ 1.6 mg/kcal or ≤ 100 mg/serving	≤ 25% total by weight and ≤ 20% added by weight	Not Specified
Peanut Butter	Not Specified	Total Fat: Not Specified Sat Fat: ≤ 10% kcal or ≤ 33% of total fat Trans Fat: < 2% of kcal excluding CLA¹	≤ 1.6 mg/kcal or ≤ 100 mg/serving	≤ 25% of kcal total or ≤ 7g/100g of added	Not Specified

* Some participant standards require that a product provide at least a "good" (10-19% 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.

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.

Attachment A. Summary of PepsiCo Global Nutrition Criteria For Advertising to Children

SNACKS AND FOODS:

Total Fat	≤ 35% of Calories ^{1,2}
Saturated Fat	≤ 10% of Calories ³
Trans Fat	< 0.5g per Reference Quantity ⁴
Cholesterol	≤ 30mg per Reference Quantity
Sodium	≤ 150mg per Reference Quantity
Added Sugar	≤ 10% of Calories ⁵
Food Group to Encourage	At least ½ serving of one Food Group to Encourage ⁶ per Reference Quantity
Nutrient to Encourage	OR Minimum content of one locally relevant Nutrient to Encourage ⁷ per Reference Quantity

CALORIE LIMIT FOR SNACKS ONLY:⁸ All snacks to be advertised to children must also have no more than 150 Calories per package.

Footnotes:

1. **Savoury Snacks** may contain up to 43% of Calories from total fat IF they also contain ONE FULL SERVING of a Food Group to Encourage.
2. **Seeds, Nuts and Nut Butters** (e.g. whole tree nuts, peanuts, seeds, tahini, peanut paste) and **Nut-Containing Products** (which contain at least 50% nuts and ≤1g added fat) are not required to meet the Total Fat limit.
3. **Seeds, Nuts and Nut Butters** may contain up to 15% of Calories from Saturated Fat.
4. **Reference Quantities** have been established for a wide range of snacks and foods e.g. 30g crisps, 30g nuts, 40g grain-based bars, 30g ready-to-eat breakfast cereal, 50g bread, 245ml soup.
5. **Sweet Snacks, Breakfast Cereals, Sauces and Dips** may contain up to 25% of Calories from added sugar IF they also contain ONE FULL SERVING of a Food Group to Encourage
6. **Food Group to Encourage** = Fruit, Vegetables, Whole Grains, Low Fat Milk Products, Nuts/Legumes. Serving sizes have been determined for each Food Group.
7. **Nutrient to Encourage** = Protein, Fiber, Calcium, Potassium, Magnesium, Iron, Zinc, Folate, Vitamin A, Vitamin D, Vitamin C, Vitamin E (specific nutrients that may be used to meet this criterion are defined locally based on dietary gaps). Minimum contents per Reference Quantity have been determined for each Nutrient to Encourage.
8. The **Calorie limit** applies to Snacks, but does not apply to foods (e.g. bread, pasta, pancakes, rice, breakfast cereals, oats pasta, sauces, soup, and dips). Examples of 'Snacks' subject to the calorie limit are potato chips, crisps, corn chips, popcorn, biscuits, crackers, bread snacks, muesli bars, grain-based bars, cookies, cakes, muffins, trail mix, nuts, seeds, nut clusters, nut/seed bars.

BEVERAGES*: No Advertising to children of non-alcoholic beverages other than water (mineral, source and purified), fruit juice, and dairy-based beverage, as defined by local regulations.

*Beverage restriction is based on the International Council of Beverages Associations (ICBA) Guidelines on Marketing to Children, which PepsiCo has adopted.

