



**Food industry self-regulation:
Changes in nutrition of foods and drinks
that may be advertised to children**

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Glossary of Terms

CFBAI and marketing terms

Definitions

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| Children's Food and Beverage Advertising Initiative (CFBAI) | The food industry's voluntary self-regulatory program to address unhealthy food advertising to children. Participating companies pledge to advertise only foods and beverages that meet CFBAI nutrition criteria to children under age 12 or not advertise to children at all. ¹ |
| CFBAI companies | Companies that participated in the CFBAI as of August 2020. |
| CFBAI companies with child-directed advertising | Companies that pledged to advertise only products that meet CFBAI Category-Specific Uniform Nutrition Criteria in child-directed media. |
| CFBAI companies that did not engage in child-directed advertising | Companies that pledged they will not advertise any of their products in child-directed media. |
| CFBAI Product List | The regularly posted list of products that meet CFBAI Nutrition Criteria and that participating companies have indicated may be advertised to children. ² |
| Listed products | Individual foods and beverages included on the CFBAI Product List as of August 2020 that participants indicated met CFBAI's Uniform Nutrition Criteria, 2nd ed. and may be the subject of child-directed advertising. |
| CFBAI brands | Brands from CFBAI companies that offered products on the CFBAI Product List as of August 2020. |
| Non-listed products | Individual products from CFBAI brands that were not included on the CFBAI Product List. |
| Child-directed advertising | Advertising primarily directed to children under age 12, defined by the CFBAI as paid advertising in measured media (including TV, radio, print, and some digital) for which children ages 2-11 constitute at least 30% of the expected audience. ³ |
| Child-directed marketing | All forms of marketing that appeal to children, including marketing not covered by CFBAI company pledges such as product packaging, marketing in retail locations, advertising that reaches a broader-aged audience (e.g., family or tween programming), sponsorships, and marketing in child-oriented settings (excluding elementary schools). |
| Child-directed products | Products with child-directed marketing messages (e.g., cartoon images, brand characters, games, references to "kids") on product packages and/or brand websites. |
| Brand | The main marketing unit for a set of products. Brand incorporates the name, logo, tagline, packaging elements, and positioning strategy. |
| Children's brands | Brands from CFBAI companies that offered child-directed products. |
| Additional children's brands | Brands from CFBAI companies that offered child-directed products not included on CFBAI Product Lists in 2017 or 2020. These products could not be shown in advertising directed to children, but they featured child-directed techniques and messages on product packages and/or brand websites. |

Nutrition quality terms

Definitions

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| CFBAI Category-Specific Uniform Nutrition Criteria | Nutrition criteria established by the CFBAI in 2011 and revised in 2018 to identify products that may be in child-directed advertising. Separate criteria apply to different food and beverage categories, but the criteria are uniform for all participating companies. |
| 2011 Nutrition Criteria | Implemented December 2013, these criteria applied uniformly to all participants' foods and beverages advertised to children, as opposed to previous company-specific nutrition criteria. |
| Revised Nutrition Criteria | Implemented January 2020, these criteria include specific limits on calories, saturated fat, sodium, and added sugar for 19 different categories or subcategories of food and drink products. |
| CFBAI food categories | Groups of foods that meet CFBAI's Uniform Nutrition Criteria and may be advertised to children. The Revised Nutrition Criteria specify 16 food categories, including yogurt products; cereals; cheese; savory snacks; sweet snacks; waffles and pancakes; fruits and vegetables; nut butters and spreads; and meals and entrees; among others. |
| CFBAI beverage categories | Groups of beverages that meet CFBAI's Uniform Nutrition Criteria and may be advertised to children. The Revised Nutrition Criteria specify three beverage categories: juices; milks; and exempt beverages. |
| Exempt beverages – unsweetened* | Beverages, including plain bottled waters, that meet FDA regulations for “low calorie,” (≤ 40 kcal) “very low sodium,” (≤ 35 mg), and contain no added sugar or non-nutritive sweeteners per listed serving size (LSS) (excluding diet sodas). ⁴ |
| Exempt beverages – sweetened* | Beverages that meet FDA regulations for “low calorie” (≤ 40 kcal) and “very low sodium” (≤ 35 mg), and contain ≤ 5 g added sugar per LSS (does not include diet sodas). ⁵ |
| NPI score | Nutrient Profile Index (NPI) score, a measure of the overall nutrient composition of a food based on total calories and proportion of nutrients to encourage and limit, measured on a scale of 0 to 100. NPI is based on the UK's Office of Communication (Ofcom) Nutrient Profiling Model. ⁶ |
| Healthy NPI score | A score of 64 or higher identifies a nutritious food, the cut-off used to identify nutritious products that can be advertised to children on TV in the United Kingdom. |
| Non-nutritive sweeteners (NNS) | Any type of sweetener listed on the Nutrition Facts label that is not a significant source of calories (e.g., sucralose, aspartame, acesulfame-K, stevia). The FDA refers to these as high-intensity sweeteners. ⁷ |
| Added sugar | Any type of sugar listed on the Nutrition Facts label, including syrups (agave, corn, cane, brown rice, glucose, and high fructose corn), sugar, dextrose, sucrose, lactose, fructose, and honey. From January 2020 onwards the FDA requires added sugar to be disclosed on the Nutrition Facts label. ⁸ |

*The CFBAI Category-Specific Uniform Nutrition Criteria, 2nd edition does not make a distinction between sweetened and unsweetened exempt beverages.

Through the Children’s Food and Beverage Advertising Initiative (CFBAI), major U.S. food companies pledge to only advertise products that meet CFBAI nutrition criteria in advertising directed to children under age 12. In January 2020, the CFBAI implemented Revised Nutrition Criteria to address concerns that nutritionally poor foods and drinks could be advertised to children under the Initiative. This report evaluates improvements and limitations of the CFBAI following implementation of its Revised Nutrition Criteria.

Unhealthy food and beverage marketing to children negatively impacts their diets and health. In the United States, food and beverage companies have voluntarily pledged to limit unhealthy food advertising to children through industry self-regulatory programs, such as the CFBAI. However, previous analyses of the CFBAI have identified limitations in its effectiveness at protecting children from unhealthy food marketing and recommended improvements, including stricter nutrition standards.⁹⁻¹¹

This report provides updated information on the nutrition quality of products and brands that may be advertised to children as of August 2020 and documents changes following implementation of the CFBAI Revised Nutrition Criteria.

Methods and scope

Using nutrition and ingredient information collected from company and/or brand websites between October 2020 and January 2021, we examine the products and brands included on the CFBAI Product List of August 2020. These products met CFBAI’s Revised Nutrition Criteria, and participating companies indicated that they may be advertised directly to children.ⁱ We evaluate the nutrition quality of these products using NPI score, an overall nutrition score based on the nutrient profiling model used to identify healthy products that can be advertised to children in the United Kingdom.

In addition, we document changes in CFBAI brands and products that were included on the CFBAI Product List in 2020 compared to 2017. We also examine children’s products that were not included on the list, including those offered by CFBAI brands and additional products offered by CFBAI companies that were marketed directly to children in ways not covered by the CFBAI (e.g., product packaging).

Results

The findings in this report answer key questions about the current status of CFBAI, changes following implementation of its Revised Nutrition Criteria, and continued opportunities for improvement.

What brands and products could be advertised to children in 2020?

- Participating companies listed 249 products offered by 39 different brands that met CFBAI Revised Nutrition Criteria and may be in child-directed advertising.
- Most food products ($n=202$) were yogurts (53%), followed by sweet snacks (15%), and cereals (13%). Approximately two-thirds had healthy NPI scores.
- However, nutrition quality varied widely by category. All products in the yogurt and meals and entrees categories qualified as healthy per NPI score, but one-third of sweet snacks and no products in the cereal, savory snacks, cheese products, and nut butters categories had healthy NPI scores.
- The majority of the 47 drink products were classified as exempt beverages, including unsweetened waters (55%) and low-calorie drinks sweetened with added sugar and/or non-nutritive sweeteners (NNS) (23%). Juices and milks comprised 15% and 6% of drinks, respectively.

How did these brands and products change from 2017 to 2020?

- From 2017 to 2020, the number of CFBAI brands declined from 46 to 39. The number of products that may be advertised to children declined by 19% (from 308 products in 2017). The biggest declines in number of listed products were in the meals and entrees categories (-72%) and sweetened exempt beverages (-72%), while the number of savory snack products increased 25%. The one fruit and vegetable product listed in 2017 was removed from the 2020 list.
- There was minimal improvement in the overall nutrition quality of food products (median NPI=68 in 2020 vs. 66 in 2017). Median NPI scores improved for sweet snacks and yogurts; while scores declined for meals and entrees, savory snacks, and nut butters categories. Cereals and cheese products remained unchanged.

ⁱ The CFBAI regularly updates the CFBAI Product List to indicate products that companies may advertise directly to children. All products on the list must meet CFBAI nutrition criteria, but not all of the companies’ products that meet the nutrition criteria are included on the list. Moreover, not all products on the list are advertised directly to children.

- The majority of changes in NPI scores were due to products that were added ($n=83$) or removed ($n=139$) in 2020. Of the 119 products that were listed both years, median NPI scores increased slightly from 70 in 2017 to 72 in 2020, and the percent of products that qualified as healthy remained at 67%.
- In contrast, there was an overall improvement in the nutrition quality of listed drinks, due primarily to the addition of 26 exempt drinks that did not contain added sweeteners and 3 milk products.

What products did CFBAI brands exclude from the list of products that could be advertised to children?

- Most brands with products on the CFBAI Product List also offered products that were not included on the list. These non-listed products comprised about two-thirds (63%) of all products offered by CFBAI brands.
- Categories with the highest proportion of non-listed products included meals and entrees (91% non-listed), drinks (70%), and sweet snacks (69%). Five brands listed fewer than 10% of its products: Kool-Aid, Chef Boyardee Pasta, Lunchables, Rice Krispies, and Pop-Tarts.
- Non-listed food products had lower NPI scores (median NPI = 64) than listed products (median NPI = 68), and only 51% qualified as healthy according to NPI scores.
- Most listed drink products did not contain added sugar or NNS (77%), compared to only one-third of non-listed products from the same brands.

What additional brands did CFBAI companies market directly to children?

- All participating companies, including companies that pledged not to advertise any products to children, had at least one additional children's brand. These brands featured child-directed marketing techniques on product packaging and/or brand websites but were not included on CFBAI lists of products that may be advertised to children.
- Approximately one-quarter of these brands marketed confectionary and sugary drink products to children, although these categories are not permitted to be advertised to children according to CFBAI nutrition criteria.
- Just 26% of products offered by additional children's brands in the sweet snacks, cereal, and yogurt products categories would meet CFBAI Revised Nutrition Criteria and qualify as healthier products that may be advertised to children.

Discussion

Since the CFBAI Revised Nutrition Criteria were implemented in 2020, water and milks have been added to the drinks on the CFBAI Product List and the number of CFBAI brands and food products on the list has declined. However, the nutrition quality of listed food products has not improved. Moreover, CFBAI companies continue to market products that do not meet nutrition criteria to children through other forms of marketing not covered by CFBAI pledges. This report identifies continued limitations of the CFBAI and opportunities to better protect children from unhealthy food marketing.

Implications

Despite improvements in CFBAI nutrition criteria, stricter criteria are required.

The CFBAI Revised Nutrition Criteria remain less stringent than nutrition criteria developed by non-industry stakeholders to identify healthy products that should be marketed to children.^{12,13} While CFBAI's category-specific nutrition criteria may potentially allow for more meaningful and rigorous criteria,¹⁴ it is not clear why limits on nutrients such as added sugar or saturated fat should differ by category. Moreover, the CFBAI allowance for companies to advertise "exempt" sweetened drinks (i.e., low-calorie drinks with added sugar and/or NNS) to children contradicts guidance from the American Academy of Pediatrics and public health experts that children should not consume any drinks with added sugar or NNS.¹⁵⁻¹⁷

Although CFBAI may only depict products that meet nutrition criteria in their advertising, most brands continued to offer primarily unhealthy products.

This loophole allows CFBAI brands to advertise in child-directed media, even when most of the child-directed products they sell do not meet nutrition criteria. Child-directed advertising influences children's knowledge and preferences for brands overall (including products not shown in the ads),¹⁸ and has a spillover effect on sales of all the brands' products.¹⁹

Frequent changes in CFBAI brands that may advertise to children make it difficult to evaluate the true impact of the Initiative on food and beverage advertising to children.

It is not clear why companies frequently add and remove brands from CFBAI product lists. For example, some brands were removed from the 2020 CFBAI Product List and

subsequently added back, while other brands have been removed since our analysis. Moreover, it is unclear why some brands are included on the list at all. Some companies appear to list all products that meet CFBAI nutrition criteria, whether they market the product directly to children or not, while other companies appear to list only products that are advertised in child-directed media.

The CFBAI does not limit many forms of child-directed marketing.

The CFBAI allows participating companies to market any product directly to children in ways not specified in CFBAI's Core Principles, including product packaging, marketing in retail environments and child settings (excluding elementary schools), sponsorships, and advertising directed to children ages 12 and older.²⁰ As a result, all CFBAI companies continue to market candy, sugary drinks, cookies, fruit snacks, or other unhealthy products directly to children.

Recommendations

Further improve the CFBAI Revised Nutrition Criteria:

- Strengthen nutrition criteria using standards established by independent experts, such as nutrient profiling systems used to regulate food marketing in the United Kingdom,²¹ Chile,²² and Mexico.²³
- Replace separate nutrition criteria for 19 different categories with standardized criteria for all foods and all drinks.
- Increase the number of categories that should not be advertised to children at all, including all drinks sweetened with added sugar and/or NNS and sweet snacks.
- Improve transparency by reporting full nutrition information for products included on CFBAI Product Lists, including amounts of nutrients to encourage, and only list products that companies intend to advertise directly to children.

Address limitations in the types of marketing covered by CFBAI company pledges:

- Require that all products offered by brands with child-directed advertising meet nutrition criteria.²⁴
- Expand the child audience definition to include children up to at least age 14, and ideally 17 years, as recommended by UNICEF and the World Health Organization.²⁵

- Expand the CFBAI to cover all types of marketing directed to children, including product packaging, marketing in retail locations, advertising that reaches a broader-aged audience (e.g., family or tween programming), sponsorships, social media, and marketing in all child-oriented settings.²⁶

Policymakers at the local, state, and federal levels can also address unhealthy food marketing to youth.

- The U.S. federal government should eliminate unhealthy food and beverage marketing to children as a tax-deductible corporate expense.²⁷
- The U.S. Federal Trade Commission can establish voluntary guidelines for companies to ensure that the products they advertise to children promote a healthy diet.²⁸
- Policymakers at the state and local level can enact restrictions on unhealthy food marketing in their communities, including in schools,²⁹ fast food restaurants,³⁰ and retail locations.^{31,32}

Advocates can help mobilize grassroots action to demand industry improvements and/or policy actions.

- Call on CFBAI to implement experts' recommendations to reduce children's exposure to unhealthy food marketing.³³
- Support policy actions at the state and local level, such as the 2021 New York State Predatory Marketing Prevention Act that addresses misleading marketing targeting children.³⁴
- Create opportunities for youth-led countermarketing campaigns to expose company practices.³⁵
- Organize and participate in shareholder actions to demand that corporations address marketing practices that negatively impact children's health.^{36,37}

Conclusion

In summary, these findings demonstrate few meaningful improvements in foods and beverages that may be advertised directly to children following implementation of CFBAI Revised Nutrition Criteria in 2020. Moreover, a number of issues continue to limit the effectiveness of the CFBAI to better protect children from exposure to unhealthy food marketing. Improving the food marketing environment that surrounds children remains a public health priority. The CFBAI and participating companies must do more to ensure that their marketing does not continue to exacerbate poor diets among children and place their health at risk.

Through the Children’s Food and Beverage Advertising Initiative (CFBAI), major food companies pledge to only advertise products that meet CFBAI nutrition criteria in child-directed advertising. Since the CFBAI was launched in 2006, food advertising in children’s media has improved, but companies have continued to market nutritionally poor products to children. This report evaluates changes in products that may be advertised to children following implementation of CFBAI Revised Nutrition Criteria in 2020.

U.S. food and beverage companies spend approximately \$1 billion annually to market directly to children,¹ and most marketed products are high in energy, saturated fat, sugars, and/or sodium with little nutritional value.² This marketing affects children’s attitudes and preferences for the unhealthy options promoted and increases their consumption of unhealthy food and drinks.³⁻⁵ In the absence of government regulation of food marketing to children in the United States, food and beverage companies have voluntarily pledged to limit unhealthy food advertising to children under age 12, including certain types of food marketing directed to children. Food and beverage industry voluntary self-regulatory programs, such as the CFBAI, were designed to address public health concerns about the harmful effects of unhealthy food marketing to children.

Children’s Food & Beverage Advertising Initiative (CFBAI)

When the Council of Better Business Bureaus launched the CFBAI in 2006, 11 participating companies pledged to advertise only healthier options to children. As of December 2021, 19 companies have joined the Initiative.⁶ Companies that participate in the CFBAI pledge to only advertise products that meet CFBAI’s Category-Specific Uniform Nutrition Criteria, or to not advertise any products, in media primarily directed to children under age 12.

The Rudd Center’s 2017 analysis of the impact of CFBAI pledges found reductions in the amount of food advertising in children’s media and some improvement in the nutrition content of foods advertised to children.⁷ However, it also documented opportunities to improve company pledges to better limit unhealthy food marketing to children. These opportunities included: 1) Strengthen nutrition criteria to identify healthier food and drinks that may be advertised to children; 2) Require that all products offered by brands that advertise to children meet these nutrition criteria; and 3) Expand the CFBAI to require that products marketed to

children through any means, including on product packages, meet CFBAI nutrition criteria.

CFBAI nutrition criteria

When the CFBAI first launched, each participating company established its own nutrition criteria for products that may be advertised to children.⁸ However, these criteria had limitations. For example, a 2009 Rudd Center report found that cereal products marketed to children had 85% more sugar, 65% less fiber, and 60% more sodium than products marketed to adults. Additionally, not one child-directed product met the UK requirements for advertising to children on TV due to their poor nutritional profiles.⁹

In 2013, the CFBAI implemented new Category-Specific Uniform Nutrition Criteria, with separate criteria for 10 food and beverage categories that applied uniformly across all companies. These criteria addressed concerns about differences between individual companies’ criteria that appeared to allow companies to maximize the number of products they could advertise to children. However, many of the products that qualified as healthier choices according to these criteria still would not qualify according to other nutrition guidelines for healthy products for children. For example, most of the listed products did not qualify as healthy according to Nutrition Profile Index (NPI) scores used to determine products that can be advertised to children in the UK. Another study found that 85% of products that met CFBAI nutrition criteria in 2015 could not be marketed to children under nutritional standards of the World Health Organization (WHO).¹⁰ About half of the CFBAI-listed products (49%) exceeded WHO added sugar limits, while 25% exceeded sodium limits.

To address these continued concerns about the CFBAI nutrition criteria, in 2018 the CFBAI further revised its Category-Specific Uniform Nutrition Criteria. These CFBAI Revised Nutrition Criteria align with the 2015 Dietary Guidelines for Americans and the U.S. Food and Drug Administration’s (FDA) update to the Nutrition Facts label. They went into effect January 2020.

Non-listed products from CFBAI brands

In addition, CFBAI pledges allow companies to advertise brands directly to children even when the majority of products offered by that brand do not meet CFBAI nutrition criteria. This happens because in addition to the foods and beverages that CFBAI participating companies include on the list of products that may be advertised to children (i.e., listed products), many of these same brands also offer products that do not meet nutrition criteria (i.e., non-listed products). For example, in 2017 Kraft Foods offered 36 types of Lunchables, but only four

met the CFBAI nutrition criteria (Lunchables With Juice).¹¹ The remaining 32 Lunchables had similar-looking packaging, but they exceeded CFBAI limits for calories, total sugar, sodium, and/or saturated fat and could not be shown in advertising to children.

Moreover, even though child-directed ads from CFBAI companies can only show listed products (e.g., any product images that appear in the ad) or a brand logo without any products, advertisements that depict listed products or brand logos in effect promote all the brand's products, whether or not they meet nutrition criteria. Therefore, this practice takes advantage of children's susceptibility to brand knowledge and preferences.¹² As a result, a Healthy Eating Research expert panel recommended that brands marketed to children should include only products that meet nutrition criteria.¹³

Other forms of child-directed marketing

Finally, not all forms of child-directed marketing are covered by the CFBAI. CFBAI pledges address child-directed advertising, which CFBAI Core Principles¹⁴ defines as advertising in "child-directed media" (TV, radio, print, and internet/digital) during programming with an audience of 30% or more children under age 12. Pledges also cover child-directed content on open-access platforms (e.g., YouTube, mobile apps, mobile media); paid-for influencer communications, product placements and

product integrations; licensed characters, celebrities, and movie tie-ins in covered media; word-of-mouth marketing; and marketing in elementary schools.

However, participating companies are allowed to market products that do not meet CFBAI nutrition criteria in all other forms of child-directed marketing. Notable forms of child-directed marketing that are not covered by CFBAI company pledges include product packaging and marketing in retail environments (e.g., endcap displays, freestanding bins, strategic shelf placement); child appeals in advertising viewed by large numbers of children during programming with a broader-aged audience (e.g., family or tween programming); child-directed sponsorships; and marketing in other child-oriented settings, activities and events (e.g., children's sports leagues, after-school programs at YMCAs or Boys and Girls Clubs, children's museums).¹⁵

Assessing changes in CFBAI following implementation of revised nutrition criteria

Table 1 summarizes changes in the CFBAI's Category-Specific Uniform Nutrition Criteria that were implemented in January 2020. A thorough description of these changes is available in a White Paper published by the CFBAI.¹⁶ In this report, we refer to these nutrition criteria as the Revised Nutrition Criteria.

Table 1. Changes in CFBAI Revised Nutrition Criteria

| | |
|-------------------------------------|---|
| Changes in product categories | <ul style="list-style-type: none"> ■ The number of categories of food and drink products with separate nutrition criteria increased to 19 vs. 10 categories in the previous criteria. ■ The "Dairy products" category was separated into three dairy categories ("Milks," "Yogurts and yogurt-type products," and "Cheese and cheese products"). Dairy-based desserts were moved to the "Sweet snacks" category. ■ The "Grain, fruit and vegetable products, and items not in other categories" category was separated into seven different categories: "Snacks" ("savory" and "sweet" subcategories), "Breads," "Cereals," "Waffles and pancakes," "Pastas (plain)," and "Fruits and vegetables." |
| Added sugar | <ul style="list-style-type: none"> ■ "Added sugar" replaced "total sugar." The revised sugar limits represented a 10% or greater reduction in maximum grams per serving compared to the previous criteria for these categories: <ul style="list-style-type: none"> ■ Milks: ≤ 10 g ■ Cereals: ≤ 12 g ■ Savory snacks: ≤ 4 g ■ Sweet snacks: ≤ 9 g ■ Exempt beverages: ≤ 5 g |
| Sodium | <ul style="list-style-type: none"> ■ Sodium limits were reduced in some categories including "Juices," "Cheese and cheese products," "Cereals," "Savory snacks," "Sweet snacks," "Seeds, nuts and nut butters and spreads," "Mixed dishes," "Main dishes and entrees," "Small meals," and "Meals." |
| Nutrition components to encourage * | <ul style="list-style-type: none"> ■ The whole grain foods requirements were revised. ■ More food groups are now required in the "Main dishes and entrees" and "Meals" categories. ■ Certain categories now may qualify under these criteria if the first ingredient is a food group. ■ The revised nutrient requirements are now limited to nutrients that the Dietary Guidelines for Americans (2015) identify as "under consumed." |

*The compliance of products on the CFBAI Product List with these nutrition components to encourage was not assessed, because the information is not always displayed on company websites or Nutrition Facts labels.

The Revised Nutrition Criteria specify separate requirements for 19 categories of food and drink products, up from 10 categories in the previous nutrition criteria. These criteria specify limits on calories, saturated fat, sodium, and added sugar, and also require products to include a specified amount of at least one nutrient component to encourage, including fruits, vegetables, dairy, and/or whole grain, or a key nutrient (e.g., calcium, Vitamin D). In addition to the changes to food categories, the Revised Nutrition Criteria specify limits for added sugar (as opposed to total sugar); reduce the limits for sodium for certain food categories; and require additional food group and positive nutrient requirements.

According to the CFBAI White Paper on CFBAI Uniform Nutrition Criteria,¹⁷ 40% of foods on the CFBAI Product List in 2018 would need to be reformulated in order to qualify for child-directed advertising under the Revised Nutrition Criteria. A recent study linked household scanner food purchase data with Nutrition Facts label information to simulate potential effects of reformulation given changes in the nutrition criteria. Among other results, the study found that about 21% of products on the CFBAI Product List in 2017 would need to be reformulated to meet the Revised Nutrition Criteria.¹⁸

This report

In this report, we evaluate the products and brands that met CFBAI's Revised Nutrition Criteria and that participating companies included on the CFBAI list of products that may be advertised directly to children under 12 as of August 2020. We also document changes in products and brands that may be advertised to children in 2020 compared to 2017, following implementation of the Revised Nutrition Criteria, as well as additional children's brands offered by participating companies.

We answer the following research questions about the CFBAI:

What brands and products could be advertised to children in 2020?

- Brands, products, and categories included on the CFBAI list of products that may be advertised to children
- Nutrition quality of listed products

How did these brands and products change from 2017 to 2020? Did their nutrition quality improve?

- Changes in CFBAI brands that may be advertised to children
- Changes to the number and nutrition quality of listed products by category

What products did CFBAI brands exclude from their lists of products that could be advertised to children?

- Proportion of non-listed products in 2017 and 2020 by category and brand
- Nutrition quality of listed and non-listed products

What additional brands did CFBAI companies market directly to children?

- Additional brands that CFBAI companies marketed to children via child-directed techniques and messages on product packages and/or brand websites
- Nutrition quality of additional children's brands

To answer these questions, we analyzed data from three types of products offered by CFBAI participating companies in 2020: (1) Products that companies included on the list of products that may be in child-directed advertising as of August 2020 (i.e., listed products in 2020); (2) Products offered by the same brands in 2020 that were not included on the list (i.e., non-listed products); and (3) Brands with marketing directed to children but that were not included on CFBAI product lists (i.e., additional children's brands). Using data from our previous report, we also compare 2020 listed products to those on the CFBAI Product List in January 2017 (i.e., listed products in 2017). Nutrition data for 2020 products were collected from company websites (if available) and other sources between October 2020 and January 2021.

These findings will assess improvements in the products that may be advertised to children by CFBAI participating companies following implementation of CFBAI's Revised Nutrition Criteria in 2020. They will also identify further opportunities to improve industry self-regulatory efforts to reduce unhealthy food marketing aimed at children.

Through the Children’s Food and Beverage Advertising Initiative (CFBAI), participating companies pledge to advertise only foods that meet CFBAI Uniform Nutrition Criteria in child-directed media.¹ This report examines CFBAI-company products and brands marketed to children in 2020, following implementation of strengthened CFBAI Revised Nutrition Criteria.

In the following sections, we first provide an overview of the CFBAI and the types of brands and products included in our analysis. We then discuss our findings in four key areas: 1) Brands, products, and categories included on the CFBAI list of products that may be advertised to children; 2) Changes in CFBAI brands and products that may be advertised to children from 2017 to 2020; 3) Changes in the proportion of non-listed products offered by CFBAI brands; and 4) Additional children’s brands from CFBAI companies.

CFBAI overview

In January 2020, the CFBAI implemented its revised Category-Specific Uniform Nutrition Criteria (i.e. Revised Nutrition Criteria) to identify products that qualify for child-directed advertising. Separate criteria apply to 19 different food and

beverage categories, but these category-specific criteria are uniform for all participating companies. Companies that participate in the CFBAI (i.e., **participating companies**) pledge to only advertise products that meet these nutrition criteria to children under age 12 or not to advertise any of their products to children. **Figure 1** summarizes the types of CFBAI-company brands and products analyzed in this report.

The CFBAI regularly publishes Product Lists² that specify products that meet the CFBAI nutrition criteria³ and that participating companies indicate may be advertised to children (i.e., **listed products**). However, brands that offer listed products (i.e., **CFBAI brands**) also offer additional products that may not be shown in child-directed advertising (i.e., **non-listed products**). **Figure 2** presents examples to illustrate listed and non-listed products offered by CFBAI brands.

Moreover, some brands from CFBAI participating companies also market products directly to children (i.e., **additional children’s brands**) that are not included on CFBAI Product Lists. CFBAI company pledges do not allow these additional children’s brands to advertise in child-directed media, but they can be marketed to children in ways that are not covered by CFBAI Core Principles⁴ (including on product packaging, in retail environments, through sponsorships, and in child-oriented settings, excluding elementary schools).

Figure 1. Types of brands and products analyzed

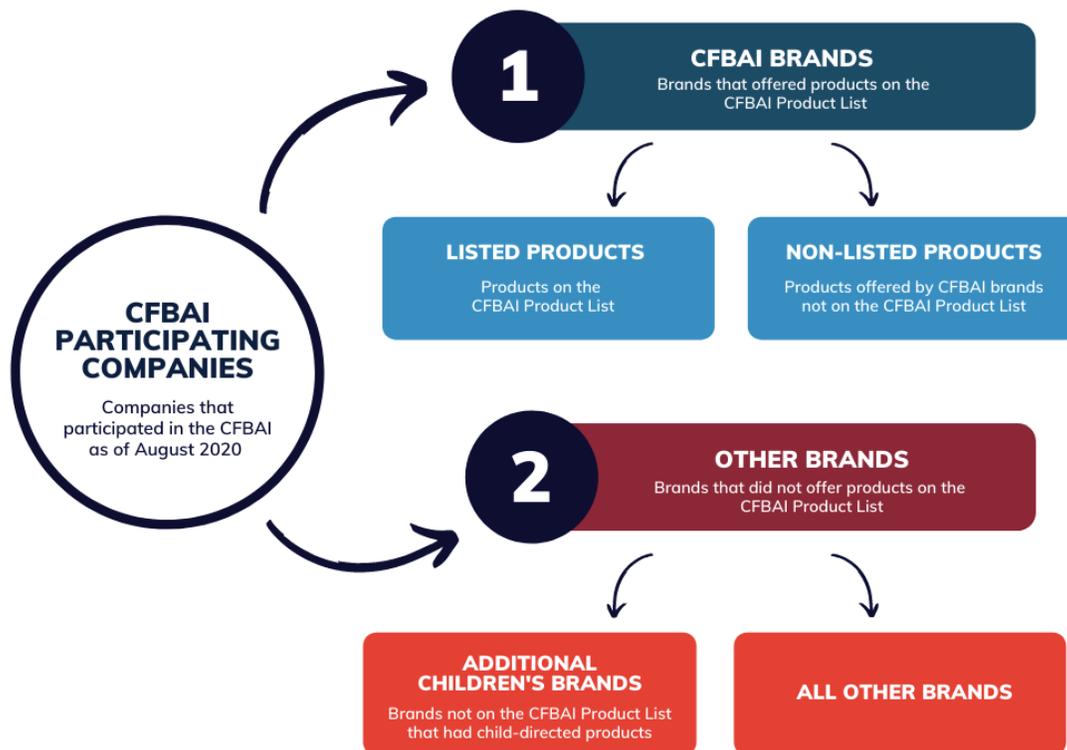


Figure 2. Examples of listed and non-listed products offered by CFBAI brands in 2020



What brands and products could be advertised to children in 2020?

In this section, we describe the products and brands included on the CFBAI Product List in August 2020. We also present the nutrition quality of these listed products.

Brands, products, and categories that CFBAI companies may advertise to children

In August 2020, 17 food and beverage companies participated in CFBAI (excluding two fast-food restaurant companies). Ten of these companies made commitments to advertise

Table 2. CFBAI participant pledges: August 2020

| Participants that committed to advertise only foods that meet CFBAI’s Category-Specific Uniform Nutrition Criteria in child-directed advertising | CFBAI food and drink categories |
|--|--|
| Campbell Soup | Savory snacks |
| Conagra | Meals and entrees*; Seeds, nuts, and nut butters and spreads (i.e., nut butters) |
| Danone | Yogurts and yogurt-type products (i.e., yogurt products); Milks |
| General Mills | Cereals |
| Kellogg | Sweet snacks; Cereals |
| Kraft Heinz | Cheese and cheese products (i.e., cheese products); Meals and entrees*; Exempt beverages – sweetened**; Juices |
| Nestle | Exempt beverages - unsweetened** |
| PepsiCo | Exempt beverages – unsweetened** |
| Post Foods | Sweet snacks; Cereals |
| Unilever | Sweet snacks |
| Participants that committed to not engage in any child-directed advertising | |
| American Licorice | |
| Coca-Cola | |
| Ferrero | |
| Hershey | |
| Keurig Dr Pepper | |
| Mars | |
| Mondelez | |

*Combines items from “Mixed dishes”, “Small meals” and “Main dishes and entrees” CFBAI categories

**The CFBAI Nutrition Criteria do not distinguish between sweetened and unsweetened exempt beverages. We made this distinction for the purposes of this report. Unsweetened exempt beverages contain no added sugar or non-nutritive sweeteners

only foods that met CFBAI's Revised Nutrition Criteria in advertising primarily directed to children under age 12. The remaining seven companies committed to not engage in any child-directed advertising (see **Table 2**).

CFBAI participating companies listed 249 different products in August 2020 that met CFBAI's Revised Category-Specific Uniform Nutrition Criteria and may be in child-directed advertising (see **Appendix Table 1**). These products were

offered by 39 different brands across seven food categories and three beverage categories (see **Table 3**).

Among food categories, yogurts had the most listed products ($n=107$), followed by sweet snacks ($n=30$), then cereals ($n=27$). Of note, several CFBAI product categories did not have any listed products in 2020, including fruits and vegetables; waffles and pancakes; breads; pastas; meat, fish, and poultry; and soups and meal sauces.

Table 3. CFBAI brands and listed products by category: August 2020

| Company | Brands | # of listed products |
|---|---|----------------------|
| Food categories | | |
| Yogurt products | | |
| Danone | Activia, Danactive, Dannon, Light & Fit, Oikos | 87 |
| | Danimals | 20 |
| Sweet snacks | | |
| Unilever | Popsicle | 26 |
| Kellogg | Pop-Tarts | 3 |
| Post Foods | Pebbles | 1 |
| Cereals | | |
| General Mills | Cheerios, Cocoa Puffs, Cookie Crisp, Lucky Charms, Toast Crunch, Trix | 15 |
| Kellogg | Froot Loops, Frosted Flakes, Rice Krispies | 5 |
| Post Foods | Alpha-Bits, Honeycomb, Pebbles | 4 |
| | Honey Bunches of Oats | 3 |
| Savory snacks | | |
| Campbell Soup | Pepperidge Farm Goldfish | 15 |
| Cheese products | | |
| Kraft Heinz | Kraft Singles, Kraft/Polly-O | 10 |
| Meals and entrees* | | |
| Kraft Heinz | Kraft Macaroni & Cheese, Lunchables | 8 |
| Conagra | Chef Boyardee Pasta | 2 |
| Nut butters | | |
| Conagra | Peter Pan | 3 |
| Total listed food products | | 202 |
| Drink categories | | |
| Exempt beverages – unsweetened | | |
| PepsiCo | Aquafina, Bubly, Lifewtr | 18 |
| Nestle | Pure Life | 8 |
| Exempt beverages – sweetened | | |
| Kraft Heinz | Creative Roots, Capri Sun, Kool-Aid | 8 |
| PepsiCo | Aquafina FlavorSplash | 3 |
| Juices | | |
| Kraft Heinz | Capri Sun | 7 |
| Milks | | |
| Danone | Horizon Milk | 3 |
| Total listed drinks | | 47 |
| Total listed food and drink products | | 249 |

Highlight indicates children's brands (i.e., brands with products that had child-directed marketing messages on product packages and/or brand websites)

*Combines items from "Mixed dishes", "Small meals" and "Main dishes and entrees" CFBAI categories



Companies and brands with the most listed food products included Danone yogurts, Unilever Popsicles, and General Mills cereals

Among drink categories, there were 10 listed juice and milk products. However, beverages categorized as “exempt” by the CFBAIⁱ included the majority of listed products, 11 sweetened beverages and 26 unsweetened waters.

Although companies indicated that all listed products may be in child-directed advertising, not all of these products appeared to be marketed directly to or for children. Only 20 of the 107 listed yogurt products and 8 of the 26 unsweetened exempt beverage products had child-directed messages on product packages or brand websites. In contrast, all listed products in the sweet snack, savory snack, meal and entree, nut butter, juice, and milk categories appeared to be marketed directly to children.

Nutrition quality of listed products

Appendix Table 2 displays the nutrition information for all listed products by brand. The majority (89%) of the 244 listed products met CFBAI nutrition criteria. However, based on the Nutrition Facts label information at the time of data collection

(Oct 2020-Jan 2021) a few products exceeded CFBAI limits for some nutrients, including Popsicle (18 products, for added sugar), Kraft Macaroni & Cheese (3 products, for sodium), Danactive (2 products, for added sugar), Oikos (2 products, for sodium), Activia (1 product, for sodium), and Pepperidge Farm Goldfish (1 product, for sodium).ⁱⁱ

Food categories. In 2020, the overall nutrition profile score (i.e., NPI score) for listed food products ranged from 20 to 88, with a median score of 68 (see **Table 4**). Approximately two-thirds (63%) of the 202 listed food products had a healthy NPI score of 64 or higher and therefore could be advertised to children in the United Kingdom.

However, scores varied widely by category. Yogurt products had the highest NPI score (median NPI = 74), followed by meals and entrees (median NPI = 68). Categories with the lowest NPI scores were cheese products, nut butters, savory snacks, and cereals, with median NPI scores of 28 to 46. Of note, none of the products in these categories had healthy NPI scores. Sweet snacks had a higher median NPI score of 62, but approximately two-thirds did not qualify as healthy.

Table 4. Nutrition content of listed food products in 2020 by category

| Category | # of products | % products with: | | NPI score | | |
|---------------------------|---------------|------------------|------------|-----------|----------------|------------|
| | | Added sugar | NNS | Median | (Range) | % healthy |
| Yogurt products | 107 | 72% | 52% | 74 | (66-88) | 100% |
| Meals and entrees* | 10 | 70% | 0% | 68 | (64-72) | 100% |
| Sweet snacks | 30 | 100% | 0% | 62 | (22-66) | 37% |
| Cereals | 27 | 100% | 0% | 46 | (32-58) | 0% |
| Savory snacks | 15 | 60% | 0% | 38 | (36-48) | 0% |
| Nut butters | 3 | 100% | 0% | 34 | (34-38) | 0% |
| Cheese products | 10 | 0% | 0% | 28 | (20-32) | 0% |
| Total listed foods | 202 | 76% | 28% | 68 | (20-88) | 63% |

*Combines items from “Mixed dishes”, “Small meals” and “Main dishes and entrees” CFBAI categories

ⁱ The CFBAI Revised Nutrition Criteria define “exempt” beverages as those that meet FDA regulations for “low calorie,” “very low sodium,” and contain ≤ 5 g added sugar per LSS.

ⁱⁱ All Popsicle products were subsequently removed from the Product List in 2021, as well as all products from the Danactive brand.



More than one-half of listed drinks were unsweetened exempt beverages, but only Pure Life water had child-directed messages on its product packages

Overall, three-quarters of listed food products contained added sugar, including all sweet snacks, cereals, and nut butters. Cheese products was the only category that did not have any listed products with added sugar. Although all listed yogurt products had healthy NPI scores, approximately one-half of listed yogurt products also contained non-nutritive sweeteners (NNS), including 95% of Light & Fit and 87% of Oikos listed products. However, these brands had no child-directed products.

Drink categories. In 2020, three milk products (Horizon Milk brand) contained added sugar, ranging from 9 to 10 grams (see **Table 5**). In addition, 7 of the 33 listed exempt beverages were sweetened with NNS, including all Creative Roots (4 products) and 75% of Aquafina listed products (3 products).

Creative Roots is a children’s brand with products sweetened with stevia. Aquafina FlavorSplash listed products were sweetened with sucralose, but the brand did not have child-directed products.

Two additional brands listed sweetened exempt beverages on the CFBAI list in 2020: Capri Sun Reduced Sugar Flavored Juice Drink and Kool-Aid Jammers Zero Sugar. In addition, these products were not found on the Kraft Heinz company websites at the time of data collection and may have been discontinued. Therefore, these products were omitted from the nutrition analyses.

Moreover, 18 of the 26 unsweetened exempt beverages on the CFBAI list were offered by brands with no children’s products: Bubbly ($n=16$), Lifewtr ($n=1$) and Aquafina ($n=1$). Pure Life was the only exempt beverage brand that listed children’s products ($n=8$) without any sweeteners. In the juices category, all listed products were offered by the Capri Sun brand and did not contain added sugar or NNS.

How did CFBAI brands and listed products change from 2017 to 2020?

In this section, we describe changes in the brands included on the CFBAI list of products that may be advertised to children from 2017 to 2020 and differences in the products listed both years, including changes in their nutrition quality..

Changes in CFBAI brands

In this section, we examine brands on the CFBAI Product Lists, including brands that appeared in both 2017 and 2020, as well as those that were removed or added during this time. From 2017 to 2020, the number of CFBAI brands declined from 46 to 39. Approximately two-thirds of 2017 brands ($n=30$) were also listed in 2020, 9 brands were added, and 16 brands were removed.ⁱⁱⁱ

Table 5. Nutrition content of listed drink products in 2020 by category

| Category | # of products | % products with: | | Added sugar (g per serving) | |
|--------------------------------|---------------|------------------|-------------|-----------------------------|---------------|
| | | NNS | Added sugar | Median | (Range) |
| Exempt beverages – unsweetened | 26 | 0% | 0% | 0 | (0-0) |
| Exempt beverages – sweetened* | 7 | 100% | 0% | 0 | (0-0) |
| Juices | 7 | 0% | 0% | 0 | (0-0) |
| Milks | 3 | 0% | 100% | 10 | (9-10) |
| Total listed drinks | 43 | 16% | 7% | 0 | (0-10) |

*Capri Sun Reduced Sugar Flavored Juice Drink ($n=3$) and Kool-Aid Jammers Zero Sugar ($n=1$) were listed on the CFBAI August 2020 Product List, yet were not included on the company website, so no nutrition information was available. These brands are omitted from this table.

ⁱⁱⁱ This analysis compares brands on the list in August 2017 and August 2020. However, it is important to note that some brands that were removed from the list in August 2020 were subsequently added back. As of August 2021, Yoplait Go-Gurt, Monsters and Frosted Mini-Wheats cereals, and Eggo waffles again appeared on the list. In contrast, Popsicle, Danactive yogurt, and Peter Pan peanut butter have been removed.

Food categories. The decline in the number of CFBAI brands was due to the removal of brands across nearly all food categories, including yogurt products, sweet snacks, cereals, and meals and entrees (see **Table 6**). General Mills removed three children's yogurt brands (Yoplait Go-Gurt, Yoplait Kid Cup, and Yoplait Trix), three children's cereals (Golden Grahams, Monsters, and Reese's Puffs), and Betty Crocker Fruit Snacks from the list. Kellogg also removed three children's cereals (Apple Jacks, Corn Pops, and Frosted Mini-Wheats). Campbell Soup removed Pepperidge Farm Goldfish sweet snacks, but its savory snack Goldfish crackers remained on the list of products that may be advertised to children.

The only fruit and vegetable product that was listed in 2017 (Bolthouse Farms carrots) had also been removed by 2020,

as well as the only frozen waffle brand (Kellogg's Eggo). The only food brands added to the 2020 list were Kellogg's Pop-Tarts (sweet snacks) and Post Foods' Honey Bunches of Oats (cereal).

Three-quarters of the 27 CFBAI food brands with products on the list both years were children's brands, while 13 children's food brands were removed. PepsiCo's Quaker Life and Quaker Oats cereals and Kellogg's Eggo waffles were the only non-children's brands removed from the list, and Pop-Tarts was the only children's food brand added to the list.

Drink categories. In contrast to the decline in listed food brands, the number of listed drink brands increased from 3 in 2017 to 10 in 2020 (see **Table 7**). Drink brands listed both years included one juice (Capri Sun) and two sweetened exempt beverages

Table 6. Changes to CFBAI brands with listed food products

| Category and company | Listed in 2017 and 2020 | Removed from 2017 list | Added in 2020 |
|------------------------------|---|--|-----------------------|
| Yogurt products | | | |
| Danone | Activia, Danactive, Dannon, Light & Fit, Oikos Danimals | | |
| General Mills | | Yoplait Go-Gurt, Yoplait Kid Cup, Yoplait Trix | |
| Sweet snacks | | | |
| Campbell Soup | | Pepperidge Farm Goldfish | |
| Unilever | Popsicle | | |
| General Mills | | Betty Crocker Fruit Snacks | |
| Kellogg | | | Pop-Tarts |
| Post Foods | Pebbles | | |
| Cereals | | | |
| PepsiCo | | Quaker Life, Quaker Oats | |
| General Mills | Cheerios, Cocoa Puffs, Cookie Crisp, Lucky Charms, Toast Crunch, Trix | Golden Grahams, Monsters, Reese's Puffs | |
| Kellogg | Froot Loops, Frosted Flakes, Rice Krispies | Apple Jacks, Corn Pops, Frosted Mini-Wheats | |
| Post Foods | | | Honey Bunches of Oats |
| | Alpha-Bits, Honeycomb, Pebbles | | |
| Savory snacks | | | |
| Campbell Soup | Pepperidge Farm Goldfish | | |
| Cheese products | | | |
| Kraft Heinz | Kraft Singles, Kraft/Polly-O | | |
| Meals and entrees** | | | |
| Conagra | Chef Boyardee Pasta | Kid Cuisine | |
| Kraft Heinz | Kraft Macaroni & Cheese, Lunchables | | |
| Waffles and pancakes | | | |
| Kellogg | | Eggo | |
| Nut butters | | | |
| Conagra | Peter Pan | | |
| Fruits and vegetables | | | |
| Campbell Soup | | Bolthouse Farms (carrots) | |

Highlight indicates children's brands

**Combines items from "Mixed dishes", "Small meals" and "Main dishes and entrees" CFBAI categories



Pure Life, Creative Roots, and Horizon Milk were the only children’s drink brands added in 2020

Table 7. Changes to listed drink products offered by CFBAI brands

| Category and company | Listed in 2017 and 2020 | Added in 2020 |
|---------------------------------------|--|---|
| Exempt beverages – unsweetened | | |
| PepsiCo | | Aquafina (Purified Water), Bubly, Lifewtr |
| Nestle | | Pure Life |
| Exempt beverages – sweetened | | |
| Kraft Heinz | Capri Sun (Reduced Sugar Flavored Juice Drink), Kool-Aid | Creative Roots |
| PepsiCo | | Aquafina (FlavorSplash) |
| Juices | | |
| Kraft Heinz | Capri Sun (100% Juice, Refreshers) | |
| Milks | | |
| Danone | | Horizon Milk |

Highlight indicates children’s brands

(Capri Sun and Kool-Aid). The seven added brands consisted of both unsweetened and sweetened exempt beverages and milk. PepsiCo added three unsweetened exempt beverage brands (Aquafina, Bubly, and Lifewtr) and one sweetened exempt beverage brand (Aquafina FlavorSplash). Nestle also added one unsweetened exempt beverage (Pure Life), and Kraft Heinz added a sweetened exempt beverage (Creative Roots), both children’s brands.

The three drink brands listed both years were children’s brands, but just three of the seven drink brands added to the list in 2020 were children’s brands.

Changes in the number of listed products

Overall, there was a 19% decrease in the total number of listed products, with 308 products listed in 2017 compared to 249 in 2020 (see **Figure 3**).

Figure 3. Overall changes in the number of listed products



The total number of listed food products decreased by 22% from 258 in 2017 to 202 in 2020 (see **Figure 4**). Meals and entrees had the largest decrease, dropping from 36 products in 2017 to 10 products in 2020. Savory snacks was the only food category to have an increase in total listed products in 2020.

The total number of listed drink products also declined, but at a lower rate (6%). Sweetened exempt beverages decreased 72% from 39 to 11 products. In addition, the number of listed juices decreased from 11 to 7 (all Capri Sun). In contrast, the number of unsweetened exempt beverages increased from zero to 26 products in 2020. Milks also went from zero listed products in 2017 to three in 2020.

Changes in nutrition quality of listed products in 2020 versus 2017

In this section we examine how the nutrition quality of CFBAI listed products changed from 2017 to 2020, following implementation of the CFBAI Revised Nutrition Criteria in 2020. We first examine whether less nutritious products were removed from the 2017 list and whether more nutritious products were added to 2020 list. We then examine whether the products that remained on the list both years had been reformulated. For foods we assess differences in NPI scores

(median, range, and % healthy). For drinks we assess NNS and added sugar content (median and range). See **Appendix Tables 2 and 3** for nutrition information of all products listed in 2020 and 2017 by brand.

Nutrition quality of removed and added products

We assessed changes in the overall nutrition quality of products that were 1) listed in 2017 but not in 2020 ($n=185$ removed products); and 2) listed in 2020 but not in 2017 ($n=126$ added products).

For food categories, 139 products were removed from the 2017 CFBAI list, and 83 products were added to the 2020 list (see **Table 8**).

Food categories with improvements. The nutrition quality of added products was higher than that of removed products in two categories: sweet snacks and yogurt products. Sweet snacks had the biggest improvement, with 30 products removed from the list (median NPI = 34; 6% healthy) and 24 products added (median NPI = 61; 33% healthy). Contributing to this difference, all Betty Crocker Fruit Snacks (median NPI = 34) and Pepperidge Farm Goldfish sweet snacks products (median NPI = 18) were removed, while higher scoring Popsicle products (median NPI = 62) were added to the list.

Figure 4. Changes in number of listed food and drink products by category

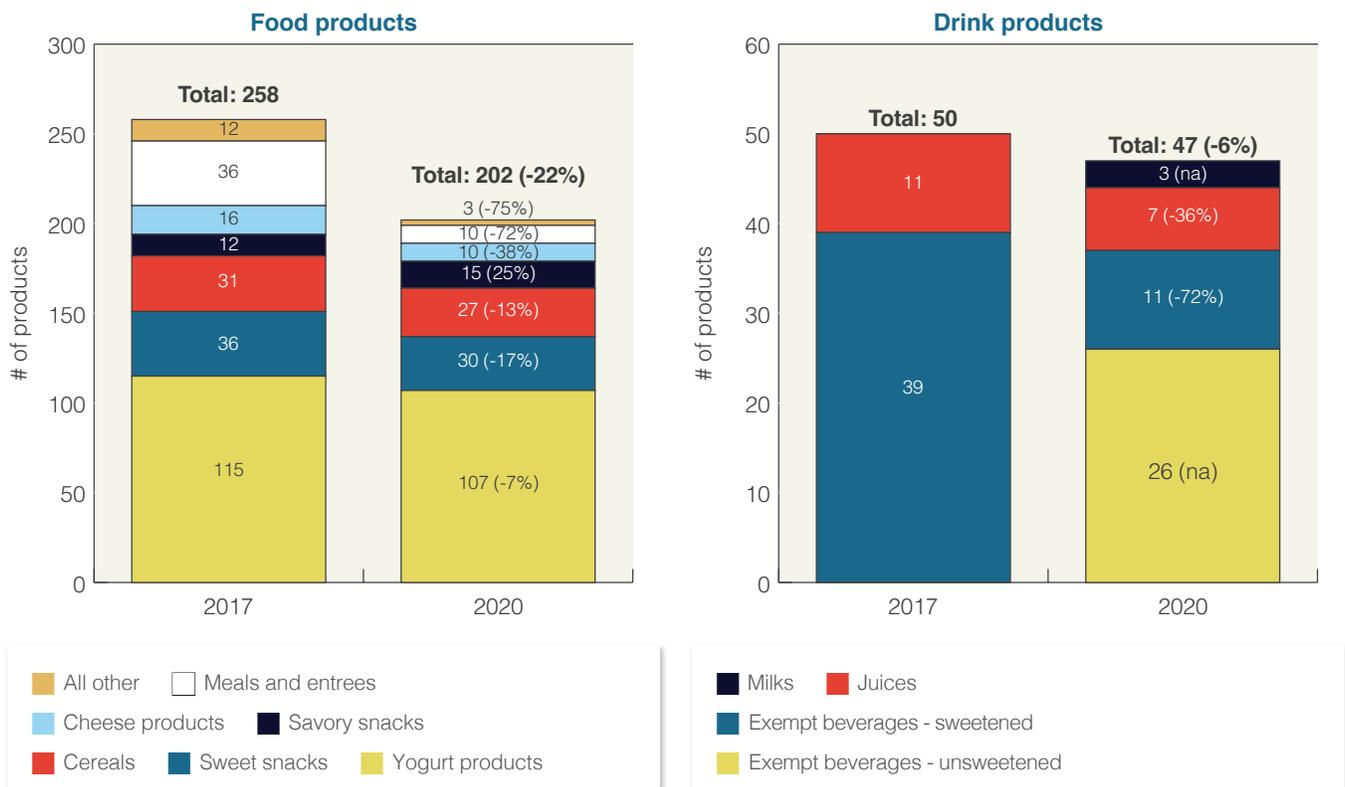


Table 8. NPI scores of food products removed from or added to the CFBAI Product List

| Category | # of products | | NPI score | | | | | |
|----------------------------|-------------------|---------------|-------------------|----------------|------------|---------------|----------------|------------|
| | Removed from 2017 | Added in 2020 | Removed from 2017 | | | Added in 2020 | | |
| | | | Median | Range | % healthy | Median | Range | % healthy |
| Yogurt products | 42 | 34 | 66 | (64-88) | 100% | 72 | (68-84) | 100% |
| Meals and entrees | 32 | 6 | 70 | (64-76) | 100% | 66 | (64-68) | 100% |
| Sweet snacks | 30 | 24 | 34 | (12-64) | 6% | 61 | (30-66) | 33% |
| Cereals | 17 | 13 | 46 | (36-80) | 24% | 48 | (32-54) | 0% |
| Savory snacks | 3 | 6 | 42 | (36-48) | 0% | 37 | (36-48) | 0% |
| Nut butters | 6 | | 35 | (34-46) | 0% | | | |
| Cheese products | 6 | | 25 | (20-34) | 0% | | | |
| Waffles and pancakes | 2 | | 51 | (46-56) | 0% | | | |
| Fruits and vegetables | 1 | | 78 | | 100% | | | |
| All food categories | 139 | 83 | 64 | (12-88) | 58% | 64 | (30-84) | 58% |

For yogurt products, all added and removed products had healthy NPI scores, but added products had slightly higher scores (median NPI = 72) compared to removed products (median NPI = 66). These improvements were primarily due to the removal of all Yoplait Go-Gurt (median NPI = 64), Yoplait Kid's Cup (median NPI = 66), and Yoplait Trix products (median NPI = 64-66).

Food categories with declines. Although the median NPI score of added products in the cereal category was slightly higher than removed products (median NPI = 48 vs. 46), none of the added products qualified as healthy per the NPI score. Moreover, 24% of the products that were removed did qualify as healthy. Three healthy Quaker Oats products (median NPI = 80) and one Frosted Mini Wheats product were removed (NPI = 74).

All cereal companies added new products, including General Mills (Cheerios, Toast Crunch, Lucky Charms brands; median NPI = 46), Kellogg (Froot Loops and Frosted Flakes brands;

median NPI = 40) and Post Foods (Honey Bunches of Oats brand; median NPI = 54). New products added included Frosted Flakes with Marshmallows, Honey Bunches of Oats – Frosted, and Fruity Lucky Charms.

In addition, in two categories (meals and entrees, sweet snacks), products added in 2020 were somewhat less healthy than the products that were removed. Meals and entrees added in 2020 had slightly lower scores (median NPI = 66) than those that were removed (median NPI = 70), but all added and removed products qualified as healthy per the NPI score. Brands that removed products in this category included Kraft Macaroni & Cheese (removed 12 products), Chef Boyardee (9 products), Lunchables (2 products), and Kid Cuisine (all 9 products). In the savory snacks category, Pepperidge Farm Goldfish brand added six products with a lower NPI score (median NPI = 37), than the three products it removed (median NPI = 42). Moreover, none of these products qualified as healthy.



Betty Crocker Fruit Snacks, Pepperidge Farm Goldfish Grahams, and Yoplait kids yogurts were listed in 2017 but removed in 2020



Drink products removed from the 2017 list included Capri Sun and Kool-Aid sweetened exempt beverages.

Additional changes in food products. In the remaining food categories, some products were removed, but none were added to the lists. None of the nut butters or cheese products that were removed from the list would qualify as healthy per their NPI scores and removed product NPI scores did not differ greatly from the products that remained on the list. For example, the removed nut butter products (Conagra's Peter Pan peanut butter) had a median NPI score of 35, compared to 34 for nut butters that remained in 2020. Similarly, the removed cheese products had an NPI score of 25, compared to 28 for the cheese products that remained listed.

Changes in drink categories. For drinks, 46 products were removed from the 2017 CFBAI list and 39 products were added (see **Table 9**). All added products were for CFBAI brands that did not have any products on the 2017 list: Creative Roots, Pure Life, Aquafina, Bubly, Lifewtr, and Horizon. The removed products were from Capri Sun and Kool-Aid brands.

Most of the drink products (85%) that were removed from the list were exempt beverages, sweetened with NNS and/or added sugar, including 6 Capri Sun Roarin' Waters products (sweetened with sugar and stevia) and 33 Kool-Aid products (sweetened with sugar, HFCS, sucralose, aspartame and/or

acesulfame K). Although these removed drinks had qualified as exempt in 2017, most (74%) contained 7 to 11 grams of added sugar and would not qualify as exempt under the new CFBAI criteria, which limits added sugar to 5 grams per serving or less.

In contrast, most of the drink products that were added to the list in 2020 (67%) were unsweetened exempt beverages, which did not contain added sugar or NNS. Unsweetened drinks brands added include Bubly (16 products), Pure Life (8 products), Lifewtr (1 product), and Aquafina (1 product) brands. However, seven of the newly added exempt beverages did contain NNS, including four Creative Roots products (sweetened with stevia) and three Aquafina FlavorSplash products (sweetened with sucralose).

The juice category cannot contain added sugar, and therefore there were no differences in nutrition quality between years. However, Capri Sun added Refreshers to its list, a juice/water blend with lower total sugar (median = 10 grams). In the milk category, all three added products contained added sugar but no NNS. The median added sugar for these products was 10 grams per serving size, which was the maximum added sugar allowed per CFBAI Revised Nutrition Criteria.

Table 9. Added sugar and NNS in drink products removed from or added to the CFBAI Product List

| Category | # of products | | % with NNS | | Added sugar (g per serving) | | | | | |
|--------------------------------|-------------------|---------------|-------------------|---------------|-----------------------------|----------|---------------|---------------|----------|---------------|
| | Removed from 2017 | Added in 2020 | Removed from 2017 | Added in 2020 | Removed from 2017 | | | Added in 2020 | | |
| | | | | | % with | Median | (Range) | % with | Median | (Range) |
| Exempt beverages - sweetened | 39 | 7 | 79% | 100% | 74% | 8 | (0-11) | 0% | 0 | (0-0) |
| Juices | 7 | 3 | 0% | 0% | 0% | 0 | (0-0) | 0% | 0 | (0-0) |
| Exempt beverages - unsweetened | | 26 | | 0% | | | | 0% | 0 | (0-0) |
| Milks | | 3 | | 0% | | | | 100% | 10 | (9-10) |
| All drink categories | 46 | 39 | 67% | 18% | 63% | 7 | (0-11) | 7% | 0 | (0-10) |

Capri Sun Reduced Sugar Flavored Juice Drink ($n=3$) and Kool-Aid Jammers Zero Sugar ($n=1$) were drink products added to the CFBAI August 2020 Product List, yet were not included on the company website. Since no nutrition information was available for them, they are excluded from this table.

Table 10. Reformulation of food products listed in both 2017 and 2020

| Category | # of products | 2017 NPI score | | | 2020 NPI score | | |
|----------------------------|---------------|----------------|----------------|------------|----------------|----------------|------------|
| | | Median | Range | % Healthy | Median | Range | % Healthy |
| Yogurt products | 73 | 72 | (66-88) | 100% | 74 | (66-88) | 100% |
| Meals and entrees | 4 | 70 | (64-72) | 100% | 71 | (70-72) | 100% |
| Sweet snacks | 6 | 62 | (24-64) | 83% | 63 | (22-66) | 50% |
| Cereals | 14 | 46 | (28-70) | 7% | 46 | (36-58) | 0% |
| Savory snacks | 9 | 40 | (36-44) | 0% | 42 | (36-48) | 0% |
| Nut butters | 3 | 36 | (34-38) | 0% | 34 | (34-38) | 0% |
| Cheese products | 10 | 28 | (20-34) | 0% | 28 | (20-32) | 0% |
| All food categories | 119 | 70 | (20-88) | 67% | 72 | (20-88) | 67% |

Capri Sun Reduced Sugar Flavored Juice Drink (n=3) and Kool-Aid Jammers Zero Sugar (n=1) were drink products added to the CFBAI August 2020 Product List, but these products were not included on the company website. Since no nutrition information was available, they are excluded from this table.

Reformulation of products that remained on the lists both years

Of the 308 listed products in 2017, 40% (123 products) were also listed in 2020. Four juice products were listed both years, while the remaining products listed both years were foods.

The median NPI score for the 119 food products listed both years increased slightly from 70 in 2017 to 72 in 2020 (see **Table 10**). However, the percent of products qualifying as healthy remained the same (67%). Some categories increased their median NPI scores slightly (by 1-2 points) during this time, including yogurt products, savory snacks, sweet snacks, and meals and entrees.

The only food category with a slight decrease in median NPI score (by 2 points) was nut butters. This change was due to one product (Peter Pan Whipped Creamy Peanut Butter) reporting 1 gram of fiber in 2020 compared to 2 grams in 2017.

The percent of food products with added sugar and NNS did not change between 2017 and 2020, except in the savory snack category (see **Table 11**). Pepperidge Farm Goldfish had five savory snack products that contained added sugar in 2020, up from three in 2017.

For drinks, four Capri Sun 100% juice products remained on the CFBAI Product List both years. Their nutrition profiles did not change.

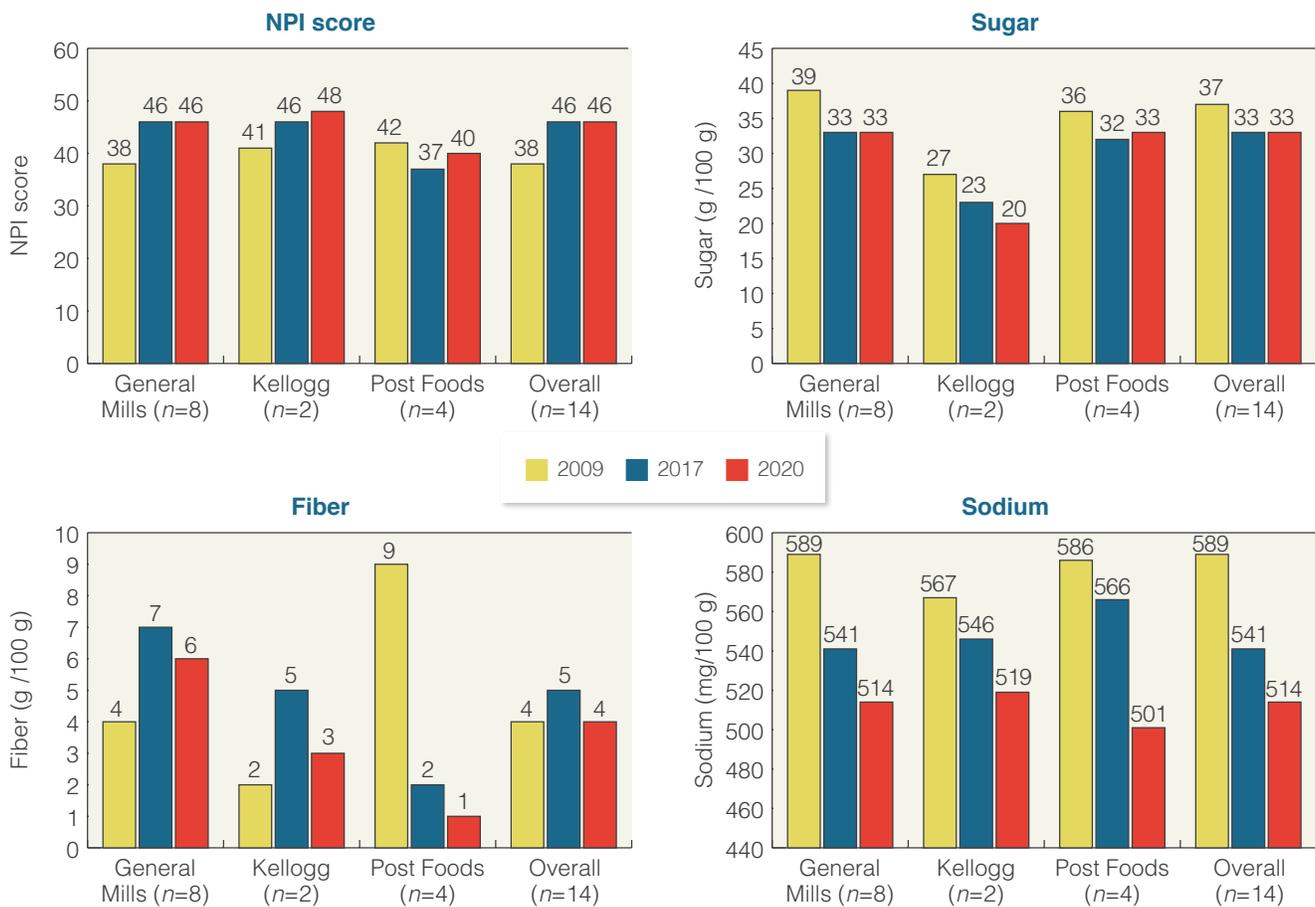
Table 11. Added sugar and NNS of products listed in both 2017 and 2020

| Category | # of products | % products with: | | | |
|-------------------------|---------------|------------------|------|------|------|
| | | Added sugar | | NNS | |
| | | 2017 | 2020 | 2017 | 2020 |
| Food categories | | | | | |
| Yogurt products | 73 | 74% | 74% | 63% | 63% |
| Meals and entrees | 4 | 100% | 100% | 0% | 0% |
| Sweet snacks | 6 | 100% | 100% | 0% | 0% |
| Cereals | 14 | 100% | 100% | 0% | 0% |
| Savory snacks | 9 | 22% | 56% | 0% | 0% |
| Nut butters | 3 | 100% | 100% | 0% | 0% |
| Cheese products | 10 | 0% | 0% | 0% | 0% |
| All food categories | 119 | 70% | 72% | 39% | 39% |
| Drink categories | | | | | |
| Juices | 4 | 0% | 0% | 0% | 0% |

Changes in nutrition quality of cereals: 2009 to 2020

Cereals has remained one of the most consistent CFBAI categories since the Initiative's introduction. Using 2009 data from a previous Rudd Center report,⁵ we also examined prior changes in the nutrition profile of cereals that were included on the lists in both 2017 and 2020 (see **Figure 5**).

From 2009 to 2020, there were improvements in the sugar and sodium content of listed cereals from all companies, which is reflected in higher NPI scores. However, most of these improvements occurred between 2009 and 2017. From 2017 to 2020, only sodium content improved, while fiber content declined, for all companies. Moreover, the median NPI score in 2020 remained poor (46). Cereal products in 2020 continued to consist of approximately one-third added sugar by weight (median 12 g sugar for a 38 g serving size), and none qualified as healthy options for children per NPI score.

Figure 5. Changes in nutrition profile of cereals listed in both 2017 and 2020

Net change in nutrition quality

Figure 6 shows changes in the nutrition profile of food products that were listed in 2017 and 2020, overall and by category. The median NPI score of listed products improved slightly, from 66 (NPI range = 12-88) in 2017 to 68 (NPI range = 20-88) in 2020. Furthermore, 62% of products qualified as healthy per NPI score in 2017 versus 63% in 2020.

Sweet snacks had the greatest increase in median NPI during this time (+28 points). Yogurt products was the only other category with an increase, but it was slight (+2 points). There were slight decreases in median NPI scores (-2 points) for meals and entrees, savory snacks, and nut butters. Overall nutrition quality of cereals and cheese products was unchanged.

For drink categories, there was a net positive change from 2017 to 2020. Most products that were removed from the list contained NNS and/or added sugar, while most products that were added did not. Therefore, 78% of listed drinks in 2017 contained either added sugar or NNS, whereas only 23% of listed drinks in 2020 did.

What products did CFBAI brands exclude from the lists of products that could be advertised to children?

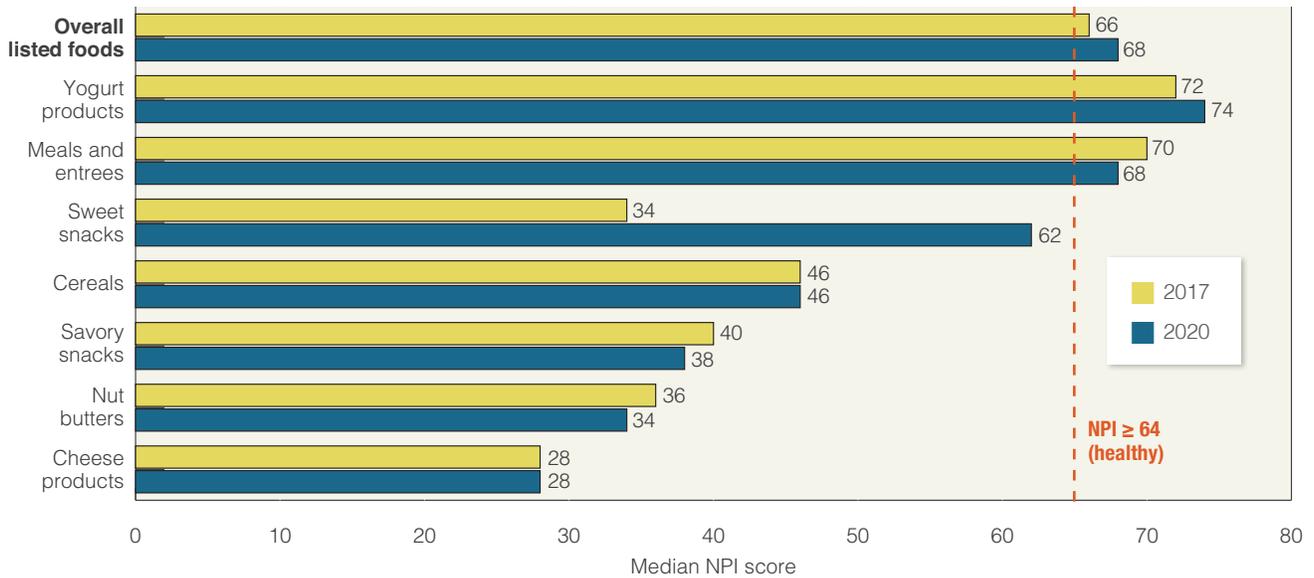
Most brands with products on the CFBAI list of products that may be advertised to children also offered products that were not included on the list. CFBAI pledges do not allow these non-listed products to be shown in advertising directed to children, but non-listed products can be marketed to children on product packages, in retail environments, and in other forms of marketing⁶ that are not covered by the CFBAI Core Principles.

In this section, we discuss the proportion of listed and non-listed products from 2017 to 2020 and differences in the nutritional quality of listed and non-listed products.

Proportion of non-listed products in 2017 and 2020

In 2020, CFBAI brands offered 674 products in total, and approximately two-thirds (n=425, 63%) were non-listed (see **Appendix Table 4** for all listed and non-listed products

Figure 6. Overall change in NPI scores of listed food products by category



by brand). Moreover, the overall proportion of non-listed products offered by CFBAI brands increased from 56% in 2017 (see **Figure 9**). Although the total number of products offered by these brands declined slightly (-4%) from 705 products in 2017 to 674 in 2020, there was a 22% decline in listed products (308 vs. 249).

The proportion of listed products varied widely by category (see **Figure 10**). In 2020, meal and entree brands had the highest proportion of non-listed products (91%). Cereal, sweet snack, and drink (combined) brands all listed fewer than 50% of their products. In contrast, savory snack and yogurt product brands listed the majority of their products (40-41% were non-listed).

Figure 7. Overall change in NPI scores of listed food products

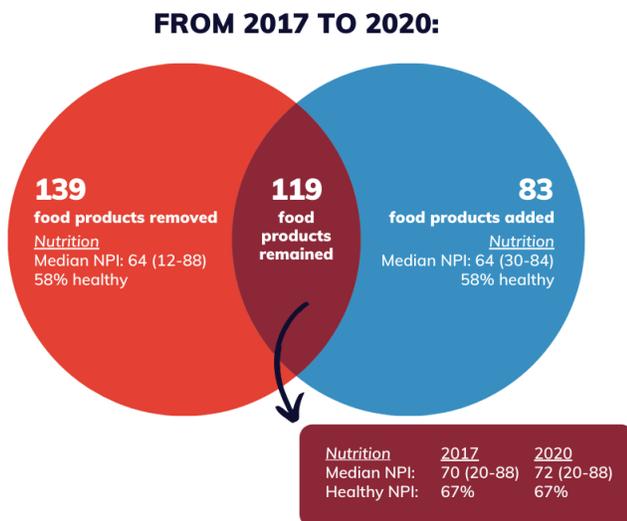
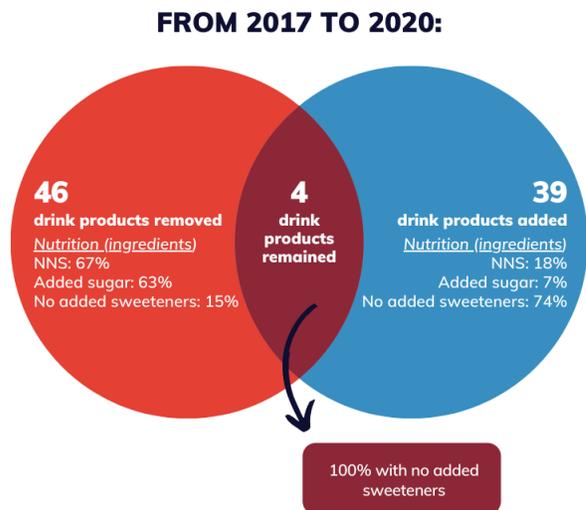
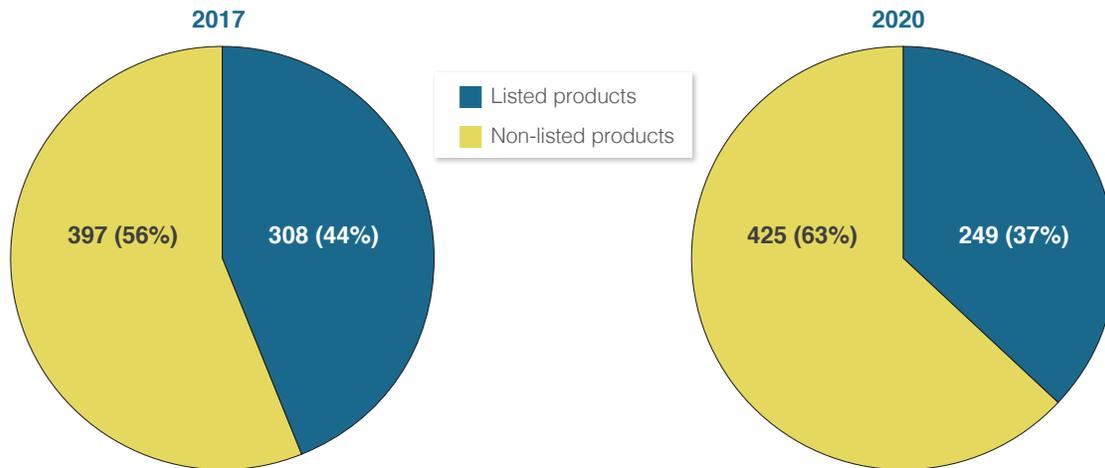


Figure 8. Overall change in added sugar and NNS in listed drink products



*Capri Sun Reduced Sugar Flavored Juice Drink ($n=3$) and Kool-Aid Jammers Zero Sugar ($n=1$) drink products were added to the CFBAI August 2020 Product List, yet were not included on the company website. Since no nutrition information was available for them, they are excluded from this figure.

Figure 9. Proportion of listed and non-listed products

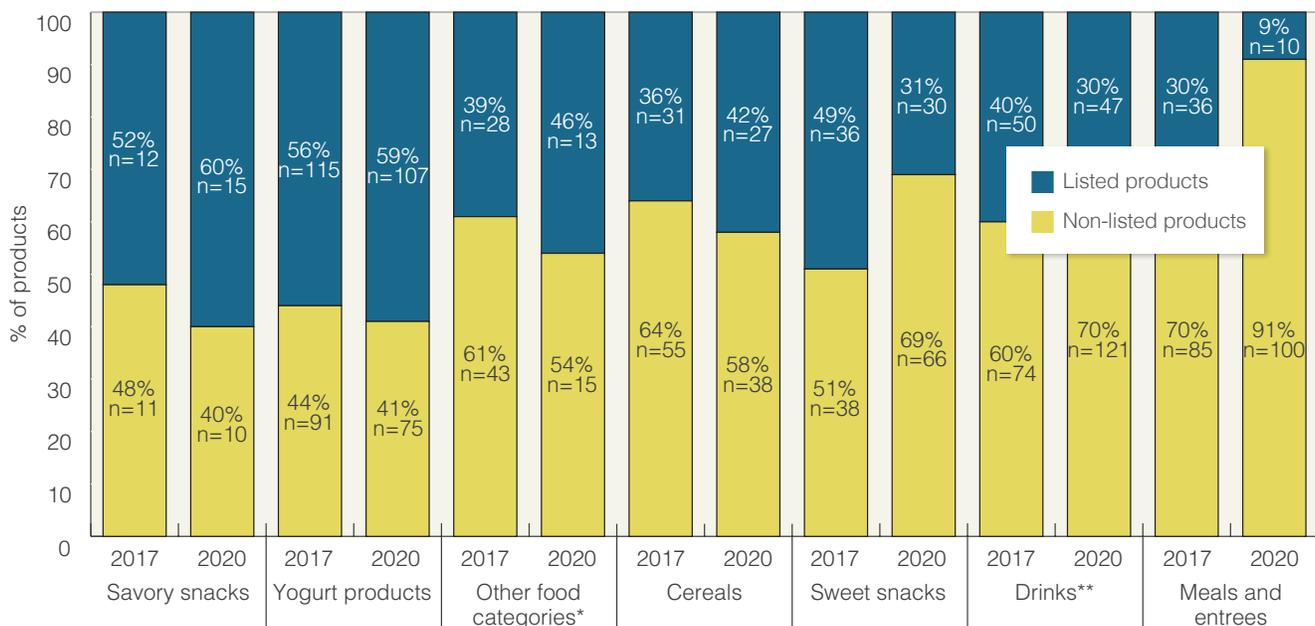


From 2017 to 2020, the proportion of non-listed products increased for some categories, including meals and entrees, sweet snacks, and drinks. The number of non-listed meals and entrees products offered by CFBAI brands increased from 85 in 2017 (70%) to 100 (91%) in 2020, driven by Lunchables, Kraft Macaroni & Cheese, Chef Boyardee, and Kid Cuisine brands. In the sweet snacks category, the number of listed products decreased slightly, but the number of non-listed products accounted for 51% of products in 2017 compared to 69% in

2020. Among other food categories, nut butters experienced an increase in non-listed products, from 31% to 73%.

A few categories had reductions in the proportion of non-listed products from 2017 to 2020. Non-listed yogurt products declined from 44% to 41% of products offered by CFBAI brands. Greater changes were seen in cereals, which declined from 64% to 58% non-listed products, and savory snacks from 48% to 40% non-listed products.

Figure 10. Changes in proportion of non-listed products by category



*"Nut butters", "Cheese products", "Waffles and pancakes" "Fruits and vegetables"

**Includes exempt beverages, juices, milks, and other beverages



Savory snacks (Pepperidge Farm Goldfish) and yogurt products brands had the smallest proportion of non-listed products

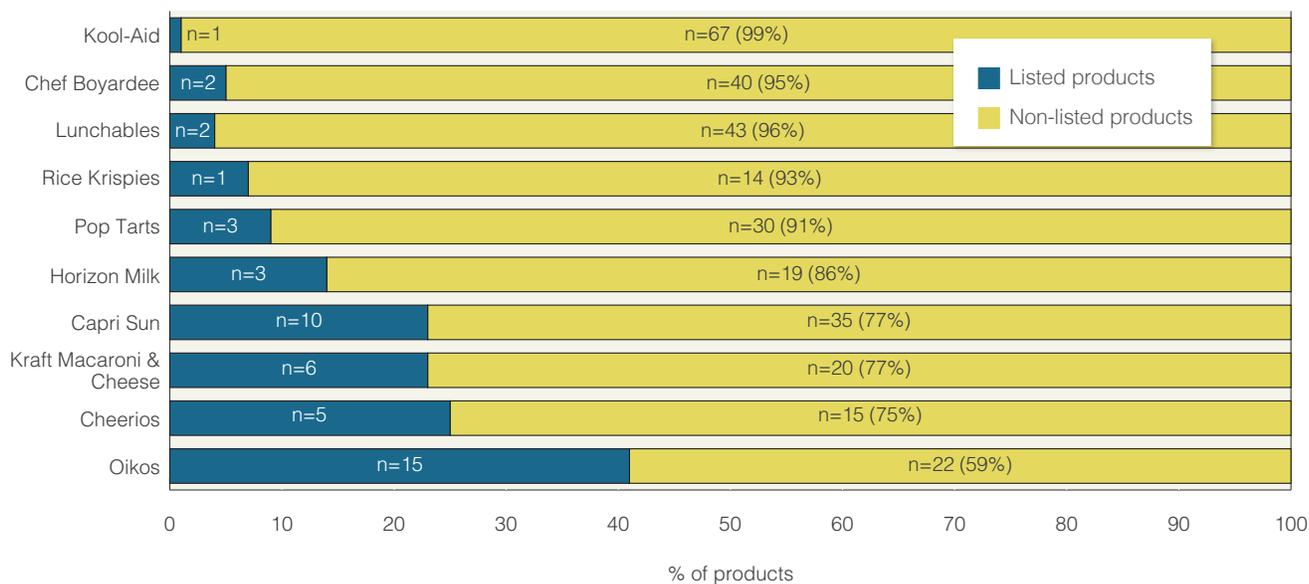
Brands with a high proportion of non-listed products

Ten brands with 50% or more non-listed products in 2020 are shown in **Figure 11**. Kool-Aid, a Kraft Heinz brand, had the highest proportion (99%) of non-listed products. The brand listed only 1 of its 68 products that may be advertised to children. Lunchables, another Kraft Heinz brand, listed only 2 of its 45 products (96% non-listed products). Chef Boyardee (Conagra) had similar numbers, listing 2 of 42 total products (95% non-listed). Two additional Kraft Heinz brands had high proportions of non-listed brands: Capri Sun (77%) and Kraft Macaroni & Cheese (77%). Danone (Oikos and Horizon Milk) and Kellogg (Pop-Tarts and Rice Krispies) brands also had a high proportion of non-listed products.

Nutrition quality of listed versus non-listed products

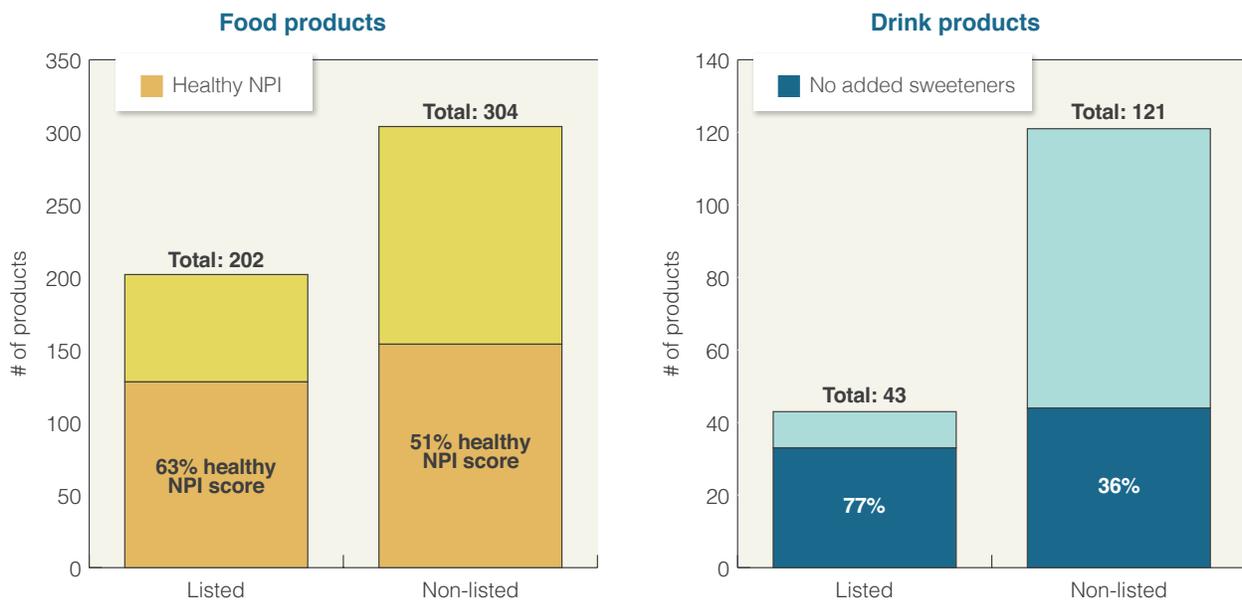
Across all food categories, the median NPI score for listed products in 2020 was slightly higher (median NPI=68) than for non-listed products (median NPI=64) (see **Figure 12**). Furthermore, 63% of listed food products qualified as healthy per NPI scores, compared to 51% of non-listed products. Across drink categories, most listed products (77%) did not contain any sweeteners (added sugar or NNS), whereas about one-third (36%) of non-listed products were unsweetened (**Figure 12**). **Appendix Table 5** presents detailed nutrition data for the non-listed products by brand and category.

Figure 11. CFBAI brands with a high proportion of non-listed products in 2020*



*Brands with at least 15 total products and 50% or more non-listed products

Figure 12. Overall nutrition quality of listed and non-listed foods and drinks in 2020



Food categories

We further investigated differences in NPI scores of listed versus non-listed products for brands with a high proportion of non-listed products in 2020 (see **Table 12**). In most cases, listed products had higher median NPI scores than non-listed products from the same brand, including Lunchables, Chef Boyardee, Rice Krispies, and Oikos. For example, the two listed Lunchables products would qualify as healthy per NPI score, compared to only 28% of non-listed Lunchables products. Although both listed and non-listed Kraft Macaroni & Cheese products had a median NPI score of 66, 100% of listed products qualified as healthy compared to 80% of non-listed products.

In contrast, for two other brands – Pop-Tarts and Cheerios -- non-listed products had slightly higher NPI scores compared to listed products. Pop-Tarts was added to the CFBAI Product List in 2020 and provides an interesting example (see **Figure 13**). One serving of Pop-Tart Crisps (listed products) contains less nutrients of concern than Pop-Tarts pastries (non-listed products), but the overall nutrition profile of Pop-Tart Crisps is less favorable, due to a higher proportion of saturated fat and total sugar per 100 g of product.. However, due to smaller serving sizes, all 3 listed Pop-Tarts met CFBAI's Revised Nutrition Criteria, whereas the remaining 33 non-listed products exceeded added sugar limits set for the sweet snack category by CFBAI.

Table 12. NPI score of listed versus non-listed food products for selected CFBAI brands

| Company | Brand* | # of products | # of non-listed products (% of total) | NPI score | | | | | |
|---------------|-------------------------|---------------|---------------------------------------|-----------|---------|-----------|------------|---------|-----------|
| | | | | Listed | | | Non-listed | | |
| | | | | Median | (Range) | % healthy | Median | (Range) | % healthy |
| Kraft Heinz | Lunchables | 45 | 43 (96%) | 70 | (70-70) | 100% | 50 | (22-70) | 28% |
| Conagra | Chef Boyardee Pasta | 42 | 40 (95%) | 72 | (72-72) | 100% | 68 | (64-72) | 100% |
| Kellogg | Rice Krispies | 15 | 14 (93%) | 48 | | 0% | 30 | (14-42) | 0% |
| Kellogg | Pop-Tarts | 33 | 30 (91%) | 32 | (30-38) | 0% | 36 | (30-40) | 0% |
| Kraft Heinz | Kraft Macaroni & Cheese | 26 | 20 (77%) | 66 | (64-68) | 100% | 66 | (62-68) | 80% |
| General Mills | Cheerios | 20 | 15 (75%) | 48 | (46-58) | 0% | 50 | (26-56) | 0% |
| Danone | Oikos | 37 | 23 (59%) | 84 | (74-88) | 100% | 74 | (40-82) | 100% |

* Brands with at least 15 total products and 50% or more non-listed products

Figure 13. Examples of listed and non-listed products offered by Pop-Tarts brand



Drink categories

Table 13 provides details on listed and non-listed drink products offered by CFBAI brands by category. Kool-Aid and Capri Sun brands had a large number of non-listed products, most of which were sweetened fruit drinks (not juices or exempt beverages), that contained added sugar and/or NNS. For Capri Sun, which also listed juices, the number of listed

products with added sugar and NNS was noticeably lower than the number of sweetened non-listed products.

Horizon Milks had many non-listed products, including fat-free, low-fat, reduced-fat, and whole milks, flavored and plain. About one-third (32%) of its non-listed products (specifically fat-free and low-fat milks, both plain and flavored) would meet the CFBAI nutrition criteria but were not included on the list of products that may be advertised to children.

Table 13. Listed and non-listed drink products by brand and product category

| Brand | Listed products | Non-listed products |
|--------------|---|--|
| Kool-Aid | <p>Exempt beverages - sweetened</p> <p>Kool-Aid Jammers Zero Sugar (n=1)</p> <p>Total listed: 1</p> | <p>Exempt beverages – sweetened</p> <p>Kool-Aid On the Go (n=3)</p> <p>Kool-Aid Liquid Drink Mix (n=7)</p> <p>Exempt beverages - unsweetened</p> <p>Kool-Aid Unsweetened Powder Packets (n=21)</p> <p>Other beverages</p> <p>Kool-Aid Jammers (n=11)</p> <p>Kool-Aid Bursts, Sparklers (n=10)</p> <p>Kool-Aid Drink Mixes (n=15)</p> <p>Total non-listed: 67</p> |
| Capri Sun | <p>Exempt beverages – sweetened</p> <p>Capri Sun Reduced Sugar Flavored Juice Drink (n=3)</p> <p>Juices</p> <p>Capri Sun 100% Juices (n=5)</p> <p>Capri Sun Refreshers (n=2)</p> <p>Total listed: 10</p> | <p>Juices</p> <p>Capri Sun Organic (n=5)</p> <p>Capri Sun Refreshers (n=2)</p> <p>Other beverages</p> <p>Capri Sun Juice Drink (n=14)</p> <p>Capri Sun Roarin’ Waters (n=6)</p> <p>Capri Sun Sport (n=4)</p> <p>Capri Sun Adventures (n=4)</p> <p>Total non-listed: 35</p> |
| Horizon Milk | <p>Milks</p> <p>Horizon Organic Low-Fat Milk (Chocolate DHA w-3, Chocolate, and Vanilla) (n=3)</p> <p>Total listed: 3</p> | <p>Milks</p> <p>Horizon Organic Milks, all other varieties, both plain and flavored (n=19)</p> <p>Total non-listed: 19</p> |

Table 14. Additional children's brands not included on the CFBAI Product List by food category

| Category | Company* (# brands) | Total |
|----------------------|--|-------|
| Cereals | General Mills (7), Kellogg (7), Post Foods (5), PepsiCo (1) | 20 |
| Sweet snacks | Mondelez (4) , Conagra (2), Ferrero (2), General Mills (2), Kellogg (2), Kraft Heinz (2), Unilever (1) | 15 |
| Savory snacks | PepsiCo (6), Conagra (3), Campbell Soup (1), General Mills (1), Kellogg (1), Kraft Heinz (1) | 13 |
| Confectionary | Mars (6) , Ferrero (3) , American Licorice (1) , Hershey (1) , Mondelez (1) | 12 |
| Sugary drinks | Coca-Cola (7) , Keurig Dr Pepper (2) , PepsiCo (2) | 11 |
| Yogurt products | General Mills (3), Danone (1) | 4 |
| All other categories | Campbell Soup (3), Coca Cola (2) , Conagra (3), Kraft Heinz (3), General Mills (2), Keurig Dr Pepper (2) , Nestle (2), PepsiCo (1), Danone (1) | 19 |
| Total | | 94 |

*Bolted companies are CFBAI participants that commit to not engage in child-directed advertising

What additional brands did CFBAI companies market directly to children?

In addition to brands that CFBAI companies included on lists of products that may be advertised to children, we identified 94 brands with child-directed products that were not included on the 2017 or the 2020 CFBAI Product Lists (**Appendix Table 6** provides the complete list). These products could not be shown in advertising directed to children, but they featured child-directed techniques and messages on product packages and/or brand websites.

CFBAI companies that marketed additional brands to children

All 17 CFBAI participating companies had at least one children's brand with child-directed products that was not included on the CFBAI Product Lists (see **Table 14**). General Mills had the most ($n=15$), followed by Kellogg ($n=10$), PepsiCo ($n=10$), and Coca Cola ($n=9$).

Moreover, all seven CFBAI companies that pledged to not advertise any products to children had brands with child-directed products. Of these companies, Coca-Cola and

Table 15. Nutrition content of additional children's brands in select categories: sweet snacks, cereals, and yogurt products

| Category and company | Brands* | # of products | NPI score | | | |
|------------------------|---|---------------|-----------|----------------|------------|-------------------|
| | | | Median | (Range) | % healthy | % pass CFBAI 2020 |
| Sweet snacks | | 202 | 34 | (12-70) | 3% | 15% |
| Conagra | Snack Pack, Crunch n'Munch | 48 | 60 | (22-70) | 13% | 6% |
| General Mills | Larabar Kids, Annie's | 47 | 38 | (22-62) | 0% | 40% |
| Mondelez | Oreos, Teddy, Mini Nilla, Minions | 40 | 22 | (12-52) | 0% | 13% |
| Ferrero | Keebler cookies, Funables | 38 | 22 | (16-44) | 0% | 0% |
| Kraft Heinz | Jello-Play, Jello-Pudding | 25 | 32 | (22-70) | 4% | 12% |
| Kellogg | NutriGrain Kids, Kellogg's Fruit Snacks | 2 | 47 | (44-50) | 0% | 0% |
| Unilever | Good Humor | 2 | 54 | | 0% | 0% |
| Cereals | | 68 | 50 | (24-82) | 18% | 54% |
| Post Foods | Dream Cereals, Coco Wheats, Golden Crisp, Barbara's Puffins, Mom's Best Cereals | 37 | 54 | (30-82) | 32% | 57% |
| General Mills | Kix, Wheaties, Annie's, Dunkaroo, JoJo Siwa, Pokemon, Sesame Street | 13 | 52 | (44-56) | 0% | 92% |
| Kellogg | Krave, Honey Smacks, Raisin Bran, Baby Shark, Little Debbie, Smorz, Together with Pride | 12 | 50 | (30-54) | 0% | 25% |
| PepsiCo | Cap'n Crunch | 6 | 27 | (24-34) | 0% | 0% |
| Yogurt products | | 21 | 66 | (62-70) | 81% | 48% |
| General Mills | Yoplait Starburst, Gushers, & Smoothies | 11 | 68 | (64-70) | 100% | 73% |
| Danone | YoCrunch | 10 | 64 | (62-68) | 60% | 20% |
| Total | | 291 | 42 | (12-82) | 12% | 26% |

* Does not include brands with products on the 2017 or 2020 CFBAI product lists.

Keurig Dr Pepper had children's sugary drink brands, and Mars, Ferrero, American Licorice, and Hershey had six children's confectionary brands.

In total, approximately one-quarter of additional children's brands (24%) offered child-directed confectionary and sugary drink products, categories that are not allowed to be advertised to children according to CFBAI nutrition criteria. See examples on page 33.

Another one-half (51%) of these brands offered products in categories that tend to be higher in energy, sugar, fats and/or sodium (cereals, sweet snacks, and savory snacks). A small number of brands ($n=4$) offered products in the healthier yogurt category.

Nutrition quality of additional children's brands

We conducted additional nutrition analyses of products in the sweet snacks, cereals, and yogurt products categories (see **Table 15**). These categories had the highest numbers of products on the 2020 CFBAI Product List. **Appendix Table 7** presents detailed nutrition information on these products by brand and category. These analyses included 202 sweet snack products, 68 cereals, and 21 yogurt products.

Of the 291 products offered by these 39 children's brands, yogurt products had the highest NPI scores (median NPI = 66), followed by cereals (median NPI = 50) and sweet snacks (median NPI = 34). More than 80% of yogurt products, but

only 18% of cereals and 3% of sweet snacks, would qualify as healthy per their NPI score. In addition, 97% of these child-directed products contained added sugar, and 2% contained NNS (6 products from the Snack Pack and Jell-O pudding brands).

Moreover, just one in four of these child-directed products would comply with the CFBAI's own nutrition criteria for products that may be advertised to children. This percentage was lowest for sweet snacks (15%), followed by yogurt products (48%), and cereals (54%).

For sweet snacks, the median calories, sodium, and saturated fats of most products met CFBAI limits, but only three of these 202 children's sweet snack brands met the added sugar limit. For cereal products, median calories, sodium, and saturated fat content were well below CFBAI nutrition criteria limits, and most also met the limit for added sugar. However, the median added sugar content for eight children's cereal brands exceeded the 12 grams limit per serving size.

Yogurt products that did not meet the CFBAI nutrition criteria included 80% of YoCrunch (Danone) products. Because these products contained candy or cookies as a topping (Twix, Oreo, M&Ms, Snickers), most exceeded CFBAI limits for added sugar and/or saturated fat. Similarly, Yoplait Gushers (also co-branded with a candy brand) contained 20 grams of added sugar per serving size, exceeding the CFBAI limit of 18 grams. See examples on pages 34 and 35.

CFBAI companies market unhealthy products directly to children through product packaging and/or websites.

SUGARY DRINKS



Hawaiian Punch Fruit Juicy Red Juice Drink (Keurig Dr Pepper)

What's in it?

8 fl oz:
40 kcal
105 mg sodium

10 g added sugars

Sweetened with high fructose corn syrup and sucralose

Fanta Pina Colada (Coca-Cola)

What's in it?

20 fl oz bottle:
230 kcal
65 mg sodium

61 g added sugars

Sweetened with high fructose corn syrup



CONFECTIONARY

Kinder Joy Chocolate (Ferrero)



What's in it?

1 egg:
110 kcal
3 g saturated fat
25 mg sodium

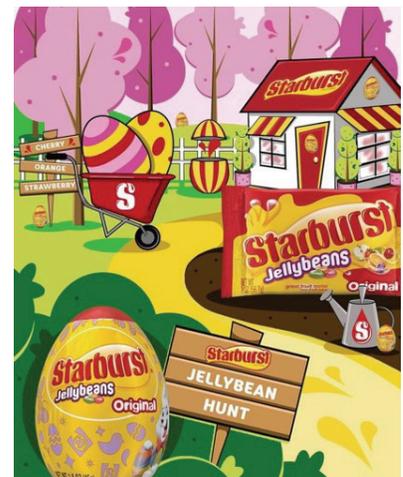
8 g added sugars

Starburst Original Easter Jellybeans Candy (Mars)

What's in it?

20 pieces:
100 kcal
5 mg sodium

20 g added sugars



SWEET SNACKS

Mermaid Snack Pack (Conagra)

What's in it?

1 pudding cup:

100 kcal
1.5 g saturated fat
140 mg sodium

14 g added sugar

Healthy per CFBAI?

X No. Exceeds added sugar limit.



CFBAI Revised Nutrition Criteria

≤ 150 kcal
≤ 1.5 g saturated fat
≤ 200 mg sodium
≤ 9 g added sugar

YOGURT

CFBAI Revised Nutrition Criteria

| | |
|-----------------------|---------------------|
| In 4 oz: | In 6 oz: |
| ≤ 113 kcal | ≤ 170 kcal |
| ≤ 1.3 g saturated fat | ≤ 2 g saturated fat |
| ≤ 93 mg sodium | ≤ 140 mg sodium |
| ≤ 12 g added sugar | ≤ 18 g added sugar |

Larabar Kids Chocolate Brownie (General Mills)



What's in it?

1 bar:
120 kcal

3.5 g saturated fat

35 mg sodium

10 g added sugar

Healthy per CFBAI?

X No. Exceeds saturated fat and added sugar limits.

YoCrunch (Danone)



What's in it?

1 cup:

130 kcal
2 g saturated fat

60 mg sodium

15 g added sugar

Healthy per CFBAI?

X No. Exceeds energy, saturated fat, and added sugar limits.

Jell-O Play Beach Dessert Kit (Kraft Heinz)

What's in it?

1/6 package:

160 kcal

0 g saturated fat

390 mg sodium
25 g added sugar

Healthy per CFBAI?

X No. Exceeds energy, sodium, and added sugars limits.



CEREALS

Captain Crunch Cotton Candy (PepsiCo)



What's in it?

1 ¼ cup:
150 kcal
0.5 g saturated fat
170 mg sodium

14 g added sugar

Healthy per CFBAI?

X No. Exceeds added sugar limit.

CFBAI Revised Nutrition Criteria

Lighter cereals (~40 g)

≤ 200 kcal
≤ 1.5 g saturated fat
≤ 290 mg sodium
≤ 12 g added sugar

Heavier cereals (~60 g)

≤ 220 kcal
≤ 1.5 g saturated fat
≤ 290 mg sodium
≤ 12 g added sugar

Smorz (Kellogg)



What's in it?

1 ¼ cup:
170 kcal
0.5 g saturated fat
190 mg sodium

17 g added sugar

Healthy per CFBAI?

X No. Exceeds added sugar limit.

Safari Cocoa Crunch (Post Foods)



What's in it?

1 cup:
140 kcal
0 g saturated fat
150 mg sodium

18 g added sugar

Healthy per CFBAI?

X No. Exceeds added sugar limit.

In January 2020, the Children’s Food and Beverage Advertising Initiative (CFBAI) implemented Revised Nutrition Criteria for products that may be advertised to children under age 12. Since then, companies have added healthier drinks such as water and milk, and the number of food products that may be advertised has declined. However, the overall nutrition quality of these products has not improved. Moreover, CFBAI companies continue to market foods and beverages that do not meet nutrition criteria to children through other means. This report identifies numerous opportunities to improve the CFBAI to better protect children from unhealthy food marketing.

In this report, we evaluate the products and brands that met CFBAI’s Revised Nutrition Criteria and that participating companies have included on the list of products that may be advertised to children as of August 2020. We document changes in products and brands on the list compared to 2017. We also examine children’s products that were not included on the CFBAI Product List, including non-listed products offered by CFBAI brands and additional brands that participating companies market to children directly on product packaging and in other ways not covered by CFBAI pledges. We assess the overall nutrition quality of products using NPI scores, based on the nutrient profiling model used to identify healthy foods that may be advertised to children in the United Kingdom.

Our findings answer key questions about the products that CFBAI companies may advertise to children following implementation of the Revised Nutrition Criteria, as well as continued limitations of the CFBAI industry self-regulatory program in effectively protecting children from unhealthy food and beverage marketing.

What brands and products could be advertised to children in 2020?

Ten companies listed 249 products that met CFBAI’s Revised Nutrition Criteria and may be in child-directed advertising; these products were offered by 39 different brands.

Most listed food products ($n=202$) were yogurts (53%), followed by sweet snacks (15%), and cereals (13%). Food brands with the most products included Dannon yogurts ($n=107$), Popsicles ($n=26$), and Pepperidge Farm Goldfish ($n=15$). Approximately two-thirds of listed food products had healthy NPI scores and therefore could be advertised to children in the United Kingdom. However, nutrition quality

varied widely by category. All products in the yogurt and meals and entrees categories qualified as healthy per NPI score, but no products in the cereals, savory snacks, cheeses, or nut butters categories had healthy NPI scores.

Listed drink products ($n=47$) included unsweetened exempt beverages (55%), juices (15%), and milks (6%), as well as sweetened exempt beverages (23%) that contained added sugar and/or non-nutritive sweeteners (NNS). Four unsweetened water brands were included on the list, but only one of those brands (Nestle Pure Life Water) had any child-directed marketing on its product packaging. In contrast, three CFBAI exempt beverage brands that contained NNS (Creative Roots, Capri Sun, and Kool-Aid) marketed directly to children.

How did these brands and products change from 2017 to 2020?

The number of listed brands in 2020 declined by 15% (vs. 46 in 2017); and the number of listed products decreased by 19% (vs. 308 products in 2017). During this time, the number of listed food products decreased by 22% and listed drink products declined by 6%.

Improvements in the overall nutrition quality of listed food products were minimal, from a median NPI score of 66 in 2017 to 68 in 2020. The median NPI score improved for sweet snacks and yogurts; while scores declined for products in the meals and entrees, savory snacks, and nut butters categories. Scores for cereals and cheese products remained unchanged. The percent of products that qualified as healthy increased from 62% in 2017 to 63% in 2020, but the only products that had healthy NPI scores either year were yogurt products and meals and entrees.

The majority of changes in NPI scores by food category were due to products that were added ($n=83$) or removed ($n=139$) from the CFBAI Product List in 2020. Approximately 60% of food products listed in 2020 had also been listed in 2017 ($n=119$), but reformulations of these products were minor. Their median NPI scores increased from 70 in 2017 to 72 in 2020, and the percent of products that qualified as healthy remained at 67%.

In contrast, there was an overall improvement in the nutrition quality of listed drinks, due primarily to the addition of 26 exempt drinks that did not contain added sweeteners (Bubly, Pure Life, Lifewtr, and Aquafina brands) and milk products (Horizon brand). In addition, 33 exempt drinks that contained added sweeteners were removed from the list (e.g., Capri Sun Roarin’ Waters and Kool Aid products). However, 7 of the exempt drinks added to the 2020 list did contain NNS (Creative Roots and Aquafina FlavorSplash brands).

What products did CFBAI brands exclude from the list of products that could be advertised to children?

Most brands with products on the CFBAI list of products that may be advertised to children also offered products that were not included on the list. For example, Pop-Tarts listed three Pop-Tarts Crisps products that may be shown in its child-directed advertising. However, Pop-Tarts offered 30 additional products, including all its original Pop-Tarts toaster pastries, that do not meet CFBAI nutrition criteria and may not be in child-directed advertising.

These non-listed products comprised about two-thirds of all products offered by CFBAI brands. Categories with the highest proportion of non-listed products included meals and entrees (91%), drinks (70%), and sweet snacks (69%). Brands with the highest proportion of non-listed products included Kool-Aid (listed 1 of 68 products), Lunchables (listed 2 of 45), and Chef Boyardee Pasta (listed 2 of 42).

Across all food categories, non-listed products had lower NPI scores (median NPI = 64) than listed products (median NPI = 68), and only 51% qualified as healthy according to NPI scores. Across drink categories, most listed drink products did not contain added sugar or NNS (77%), whereas only one-third of non-listed products from the same brands did not contain sweeteners.

What additional brands did CFBAI companies market directly to children?

All participating companies, including companies that pledged not to advertise any products to children, had at least one additional children's brand that featured child-directed marketing techniques on product packaging and/or brand websites (i.e., forms of marketing not covered by CFBAI pledges). Most would not qualify as healthier products that may be advertised to children per CFBAI nutrition criteria. Approximately one-quarter of these brands marketed confectionary and sugary drink products to children, although these categories are not permitted to be advertised to children according to CFBAI nutrition criteria.

Implications

In summary, these findings demonstrate a lack of meaningful improvements in foods and beverages that may be advertised directly to children following implementation of CFBAI Revised Nutrition Criteria in 2020. A number of issues continue to limit the effectiveness of the CFBAI to better protect children from exposure to unhealthy food marketing.

Insufficient CFBAI nutrition criteria

The finding that there were minimal changes in the nutrition quality of listed products, especially among food categories, following implementation of the CFBAI Revised Nutrition Criteria in 2020 was disappointing. According to a White Paper¹ from the CFBAI, 40% of listed products in 2018 would need to be reformulated to meet its Revised Nutrition Criteria.

According to our analysis, unhealthy food products that were listed in 2017 were more likely to be removed from CFBAI Product List than to be reformulated. However, not all removed products had poor nutrition profiles. For example, Bolthouse Farms Carrots, the only fruit or vegetable on the list either year, was removed after 2017. In addition, food products that were added in 2020 had the same overall nutrition profile as the products that were removed.

More than one-third of CFBAI listed food products in 2020 did not qualify as healthy choices for children according to their NPI score, a measure of overall nutrition quality, and nearly all products that did qualify belonged to just two categories: yogurts and meals and entrees. Only one-third of listed sweet snacks and not one listed product in any other food category had a healthy NPI score (including cereals, savory snacks, nut butters, and cheese products).

In contrast, there was more improvement in the nutrition quality of beverages. The majority of drinks added in 2020 were unsweetened water, while the majority of drinks that were removed contained added sugar and/or NNS. However, the CFBAI Revised Nutrition Criteria continued to allow companies to advertise low-calorie (i.e., exempt) drinks sweetened with sugar and/or NNS directly to children.

These results raise several issues regarding the CFBAI Revised Nutrition Criteria to identify foods and beverages that may be advertised to children. First, the CFBAI criteria remain less stringent than nutrition criteria developed by non-industry stakeholders to identify healthy products that should be marketed to children, such as U.K. Ofcom's nutrient profiling² system (used to calculate NPI score). For example, the World Health Organization's (WHO) European nutrient profile³ does not permit marketing of any products in entire food and beverage categories, such as cakes, sweet biscuits and pastries, edible ices (i.e., ice cream and other frozen treats), energy drinks, and confectionary.

Second, the CFBAI establishes 19 separate nutrition criteria for different food categories. CFBAI argues that having more categories allows for greater specificity and refinement in setting meaningful and rigorous nutrition criteria⁴. However, it is not clear why limits on nutrients such as sugar or fat should differ by category. For example, Smart Snacks nutrition

standards⁵ do not allow any snack or meal products with more than 10% of total calories from saturated fat or total sugar greater than 35% of product by weight. In the United Kingdom, one score applies to all foods and one for all drinks allowed to be advertised to children on TV or the internet. Likewise, more recent nutrition profiles implemented in Chile⁶ and Mexico⁷ apply cut points across all foods and all beverages, without distinguishing whether a product is a snack or a cereal, for example.

Finally, the CFBAI allowance for companies to advertise “exempt” sweetened drinks to children contradicts guidance from the American Academy of Pediatrics⁸ and other public health experts^{9,10} that children should not consume sugary drinks or any products with NNS. Capri Sun and Kool Aid from Kraft Foods continued to list products with added sugar and/or NNS, and new brands containing NNS were added to the list (Creative Roots and Aquafina FlavorSplash). Moreover, the CFBAI nutrition criteria allow food products that contain NNS to be advertised to children, and 52% of listed yogurt products contained NNS (Activia, Light & Fit, and Oikos).

Many CFBAI brands continued to offer primarily unhealthy products

Previous research compared purchases of listed and non-listed products in 2017 and concluded that allowing brands to advertise some products but not others represented a major loophole in the CFBAI.¹¹ That analysis found that products included on CFBAI Product Lists in 2017 comprised just 1% of calories purchased by households with young children. In addition, non-listed products (referred to as “substitute products” in the analysis) contributed a higher proportion of unique units purchased (57% vs. 43%) and sales (52% vs. 48%) compared to listed products.

Our analysis found that CFBAI brands continued to list a number of products that met CFBAI nutrition criteria and may be advertised to children (i.e., listed products), while continuing to offer even more products that did not meet nutrition criteria (i.e., non-listed products). Five children’s brands indicated that fewer than 10% of their products may be advertised to children, including Kool-Aid, Chef Boyardee Pasta, Lunchables, Rice Krispies, and Pop-Tarts.

Pop-Tarts, a newly listed brand in 2020, provides another example of concerns raised by this limitation. Out of 33 available Pop-Tarts brand products, only three met the CFBAI’s Revised Nutrition Criteria and were listed as products that may be advertised to children. The remaining Pop-Tarts products exceeded added sugar limits, calorie limits in most products, and in some cases also the saturated fat limit, set by the CFBAI for the sweet snack category. Furthermore, as evidenced by low NPI scores of overall nutrition quality

for both listed and non-listed products, the three Pop-Tarts products that met CFBAI nutrition criteria did not have a better overall nutrient profile, just smaller serving sizes.

Although non-listed products cannot be shown in advertising directed to children, advertising by CFBAI brands directed to children also influences children’s knowledge and preferences for the brands overall (including products not shown in the ads),¹² and a brand’s advertising has a spillover effect on all the brand’s products.¹³ Previous research on one brand (Lunchables) also showed that healthier advertised products were less available in supermarkets and received less favorable shelf placement compared to non-listed products.¹⁴ In addition, focus groups with parents found widespread confusion about the difference between Capri Sun products, including between 100% Juice (which may be advertised to children) and Capri Sun Original (a full-sugar fruit drink that does not meet CFBAI nutrition criteria).¹⁵

Frequent changes in CFBAI brands that may advertise to children

This report documents CFBAI-company brands that were removed from CFBAI Product List between 2017 and 2020, as well as brands that were added in 2020. However, the list of brands that may be advertised to children changes frequently. For example, some brands removed in 2020 were added back to the CFBAI Product List in 2021¹⁶ after we collected the data for this report, including Yoplait Go-Gurt and Monsters cereal (General Mills) and Eggo waffles, Frosted Mini-Wheats cereal, and Scooby Doo sweet snacks (Kellogg). In addition, some brands have been removed since 2020 (Conagra Peter Pan spread, Danone Danactive yogurt, and Unilever Popsicles), while Kellogg added Kashi to the list.

It is not clear why companies add and remove brands from CFBAI product lists or why some brands are included on the lists at all. Many of the brands that were removed after 2017 continue to market products directly to young children and remain on store shelves (e.g., Reese’s Puffs and Apple Jacks cereals, Pepperidge Farm Goldfish Grahams and Betty Crocker Fruit Snacks sweet snacks). In addition, many of the most nutritious brands on CFBAI company lists do not appear to market to children at all, such as Bubly and Lifwtr unsweetened waters and Danone Oikos yogurt. Although this analysis did not measure children’s exposure to advertising for brands on the CFBAI Product List, in 2017 just 25 of the 46 listed brands advertised to children in child-directed media.

It also appears that companies may use different criteria for determining the products to include on CFBAI Product Lists. Some companies, such as Danone, appeared to list most of its products that met CFBAI nutrition criteria, whether or not the products were marketed or advertised to children. As a

result, Danone included yogurt brands that were not marketed to children on product packaging or brand websites, (e.g., Activia, Danactive, Dannon, Light & Fit, Oikos). Moreover, these Danone brands comprised more than 43% of all food products on the 2020 CFBAI Product List, and 69% of all products that qualified as healthy according to their NPI score. Other companies, such as General Mills, appeared to primarily list products that were advertised directly to children on TV or other media.

Frequent changes in brands included on CFBAI Product Lists and inconsistencies between companies in the products they list (including whether they intend to advertise or market them to children) make it difficult to evaluate the true impact of the CFBAI on food and beverage advertising directed to children. Therefore, it is not clear whether the addition of healthier products to the CFBAI Product List in 2020 will lead to meaningful improvements in the products that companies advertise to children.

Child-directed marketing not covered by CFBAI

Finally, the CFBAI continues to allow participating companies to market unhealthy products directly to children through forms of marketing not specified in CFBAI's Core Principles. Notable forms of child-directed marketing that are not covered by CFBAI company pledges include product packaging, marketing in retail environments, marketing in child settings (excluding elementary schools), sponsorships, and any advertising, including social media, directed to children ages 12 and older.¹⁷

In this report, we identified products offered by all CFBAI participating companies – including sugary drink and confectionary companies that pledge to not advertise any of their products to children – that did not meet CFBAI nutrition criteria but marketed directly to children on product packaging and/or brand websites. Although these forms of marketing do not meet the CFBAI definition of “advertising primarily directed to children,” they nonetheless greatly influence children's requests to parents and consumption of unhealthy foods and beverages.¹⁸⁻²¹ The power of child-directed food packaging, in particular, has been widely documented.²²⁻²⁴ Moreover, advertising directed to children ages 12 and older (and not covered by CFBAI) is viewed by large numbers of younger children.^{25,26} In addition, unhealthy food advertising negatively affects the diets and health of children of all ages, including those older than 12 years who are not protected through the CFBAI.^{27,28}

Study limitations

This research has some limitations. We did not have access to advertising data to assess how much CFBAI brands spent to

advertise their products or how many of their ads were viewed by children. Therefore, we could not evaluate the full impact of these changes on children's exposure to unhealthy food advertising.

In addition, we did not measure changes in all nutrition components to encourage specified in the CFBAI Revised Nutrition Criteria, as much of this information is not publicly available. Nutrition components to encourage included servings of whole grains, fruits, vegetables, dairy, or meats, as well under-consumed nutrients, including calcium, choline, fiber, iron, magnesium, potassium, and Vitamins A, C, D, and E.²⁹ Because some of these components are difficult to assess based solely on the Nutrition Facts label and ingredient list (such as servings of whole grain), our analyses focused on “nutrients to limit” specified in the CFBAI criteria. Companies may have reformulated products to add food groups to encourage or to provide more of under-consumed nutrients, but such changes did not lead to meaningful improvements in overall nutrition quality, as measured by NPI score.

Lastly, this report presents a snapshot of CFBAI brands and products at one point in time (August 2020). As noted earlier, CFBAI companies frequently revise the products they list and other products that they market to children. Therefore, it is difficult to conclude whether the changes we identified represent long-term trends in the status of unhealthy foods and beverages marketed to children.

Recommendations

The CFBAI was created to shift the landscape of food advertising to children towards healthier foods and beverages. However, our findings indicate minimal improvements in the nutrition quality of products that can be advertised to children following implementation of CFBAI Revised Nutrition Criteria. Notably, at the time of our analysis, no fruit or vegetables were on companies' lists of products that may be advertised to children.

Substantial improvements are still required if the Initiative is to have a meaningful positive impact on food advertising and children's health. The analyses in this report identify numerous opportunities for key actors, including CFBAI companies, policymakers, and public health advocates to make meaningful contributions to limit the marketing of unhealthy foods and beverages to youth.

CFBAI companies

This report highlights the need for further improvements to the CFBAI Revised Nutrition Criteria and Product Lists to address limitations that allow participating companies to continue to advertise nutritionally poor food and drink products to children.

- Strengthen nutrition criteria using standards established by independent experts, such as nutrient profiling systems used to regulate food marketing in the United Kingdom,³⁰ Chile,³¹ and Mexico.³²
- Use one standard nutrition criteria for all foods and all beverages rather than separate nutrition criteria for 19 different categories (i.e., Category-Specific Uniform Nutrition Criteria).
- Increase the number of categories that should not be advertised to children at all, including all drinks with added sugar and/or NNS and sweet snacks.
- Improve transparency by reporting full nutrition information for products included on CFBAI Product Lists, including amounts of nutrients to encourage.
- Only list products that companies intend to market directly to children on CFBAI Product Lists.

These findings also highlight the need to address additional major limitations in the types of marketing covered by the CFBAI.

- Require that all products offered by brands with advertising in child-directed media meet the nutrition criteria. Companies should not be allowed to advertise brands that primarily offer nutritionally poor products directly to children.³³
- Expand the child audience definition to include children up to at least age 14, and ideally 17 years, as recommended by UNICEF and WHO.³⁴
- Expand the CFBAI to cover all types of marketing directed to children, including product packaging, marketing in retail locations, advertising that reaches a broader-aged audience (e.g., family or tween programming), sponsorships, social media, and marketing in all child-oriented settings.³⁵

Policymakers

Policymakers at the local, state, and federal levels should consider setting standards for food marketing to youth through legislation, regulation, and/or guidelines.

- The U.S. federal government should eliminate unhealthy food and beverage marketing to children as a tax-deductible corporate expense.³⁶
- The U.S. Federal Trade Commission can establish voluntary guidelines to encourage companies to strengthen

their policies to ensure that the products they advertise to children promote a healthy diet. Such guidance would also increase consumer awareness regarding common practices used to market food to children.³⁷

- Policymakers at the state and local level can enact restrictions on unhealthy food marketing in schools,³⁸ require nutrition standards for kids' meals served in fast food restaurants,³⁹ and restrict child-directed marketing in digital communications,⁴⁰ retail locations, restaurants, and other locations in the community.⁴¹

Public health advocates and organizations

Advocates can help mobilize grassroots action to demand industry improvements and/or policy actions.

- Call on CFBAI to implement experts' recommendations for actions to reduce children's exposure to unhealthy food marketing.⁴²
- Support policy actions at the state and local level, such as the 2021 New York State Predatory Marketing Prevention Act that addresses misleading marketing targeting children.⁴³
- Create opportunities for youth-led countermarketing campaigns to expose company practices.⁴⁴
- Influence corporate behavior by organizing shareholder actions and participating in shareholder meetings to demand that corporate leadership address marketing practices that negatively impact children's health.^{45,46}

Organizations that broker voluntary industry agreements (e.g., Alliance for a Healthier Generation, Partnership for a Healthier America) can also ensure that new agreements will benefit public health.⁴⁷

Conclusion

Improving the food marketing environment that surrounds children is a public health priority. The billions spent to market foods high in fat, added sugar, and/or salt, and beverages with added sugar and/or NNS, negatively impact young people's health. Food marketing increases calories consumed, preferences for unhealthy product categories, and perceptions of product healthfulness. The CFBAI and participating companies should ensure that their marketing does not continue to exacerbate poor diets among children and place their health at risk.

Glossary of Terms and Executive Summary

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For this report, we identified the brands and products that CFBAI participating companies indicated may be advertised directly to children in 2020. We assessed the nutrition quality of these products and identified additional children's products offered by CFBAI companies. We compare these results to our previous report, "FACTS 2017: Food Industry Self-Regulation after 10 years".¹

Scope of the analyses

We first identified **CFBAI companies** that participated in the Children's Food & Beverage Advertising Initiative (CFBAI) as of August 2020, according to the CFBAI website.² The two participating fast-food restaurant companies (McDonald's and Burger King) were not included in this analysis. Within CFBAI companies, we then differentiated between **CFBAI companies with child-directed advertising** – those that have pledged to advertise only products that meet CFBAI nutrition criteria to children under age 12 – from **CFBAI companies that did not engage in child-directed advertising** – those that pledged to not engage in child-directed advertising (for any of their products) as of August 2020.

We then identified CFBAI brands, using the CFBAI Product List of August 2020.³ Participating companies indicate that products on the **CFBAI Product List** meet CFBAI Revised Nutrition Criteria and may be the subject of child-directed advertising. **CFBAI brands** are defined as brands with any individual products included on this list.

For all CFBAI brands we identified both listed and non-listed products. **Listed products** are those individual products included on the CFBAI Product List on August 2020. **Non-listed products** are additional products from CFBAI brands that were not included on the CFBAI Product List. We categorized all products included on brand and/or company websites as of October 2020 through January 2021.

Finally, for all CFBAI companies, we identified **additional children's brands** with marketing directed to children but that did not have any products on the CFBAI Product List (i.e. not included on the list of products that may be advertised to children, but that may be marketed to children in other ways, including on product packages). To select these brands, we assessed text, images, and product packaging on company and/or brand websites between November and December 2020 for child-directed features according to previously established criteria.⁴ All additional children's brands showed at least one product on their website with one or more of the following child-directed features:

- Licensed characters and/or other cross-promotions with children's entertainment or media companies

- Anthropomorphic objects or animals and animation appealing to children
- Animated and/or anthropomorphic brand mascot characters, including brand mascots that were available as a toy for children
- Toys and other child-oriented premiums
- Product placements in child-oriented media
- Sponsorships and cause marketing/philanthropy with child-oriented partners
- Interactive content, including apps, that are appealing to children, such as games, digital art creation, virtual pets, avatars, virtual worlds
- Prominent features of celebrities, famous fictional or other characters, musical performers, models, or athletes, that are popular with children or who appear to be 14 years or under
- Language directly addressing children or that is a direct appeal to children
- Themes appealing to children, such as fun, cool, excitement, adventure, magic, fantasy
- Child-appealing packaging or product characteristics, such as fun shapes, extreme-colored food, wacky flavor names, bold/bright graphics
- Child-oriented sounds, voices, music
- Child-directed settings, activities, and events, such as games, playgrounds, rides, schools, children's sports

We also collected images of child-directed features on the brand websites.

Data collection

Nutrition and ingredient information

Nutrition and ingredient information was collected from company and/or brand websites between October 2020 and January 2021. When necessary (for example, when added sugar or ingredients were missing from the online information), we used product packages to obtain the information.

We collected this information for all listed and non-listed products offered by CFBAI brands in 2020. We also collected nutrition information for products offered by brands included on the CFBAI Product List in 2017 but not in 2020. For additional children's brands, we collected nutrition information for products in a subset of categories: cereals, yogurt products, and sweet snacks. These product categories were selected because they had the highest numbers of listed products as of August 2020.

The following nutrition content measures were collected from the product ingredient list and Nutrition Facts label:

- **Nutrition information** refers to serving size (g), calories (kcal), total fat (g), saturated fat (g), total sugar (g), added sugar (g), sodium (mg), fiber (g), and protein (g) per serving as provided on the product Nutrition Facts label. We report nutrition content per serving size as stated on product Nutrition Facts labels.
- **Percent juice** indicates whether a product contained or did not contain fruit juice in the list of ingredients. The percent is indicated in the Nutrition Facts label.
- **Sweeteners** indicates whether a product contained added sugar and/or non-nutritive sweeteners (NNS).
 - › **Added sugar** includes products with any type of added sugar listed in the ingredient list, including syrups (agave, corn, cane, brown rice, glucose, and high fructose corn), sugar, dextrose, sucrose, lactose, fructose, and honey.
 - › Products with **non-nutritive sweeteners** (NNS) include those with any type of sweetener in the ingredient list that does not contribute a significant number of calories, including acesulfame-K (Sweet One), aspartame (NutraSweet), sucralose (Splenda), and stevia, as well as sugar alcohols such as maltitol and sorbitol.

On-package marketing

In addition to nutrition information collected from websites, we visited local supermarkets to capture a “snap-shot in time” of the availability of child-directed products in the retail setting between May and August 2021. We collected this information for a subset of food categories (cereals, sweet snacks, and yogurt products). We drew from this photographic inventory to illustrate the presence of child-directed on-package marketing on CFBAI company products that could not be advertised to children under CFBAI pledges.

Analysis approach

To determine changes in products and brands that occurred following implementation of the CFBAI Revised Nutrition Criteria, the first step was to link individual products and brands included on the CFBAI Product List in 2020 with corresponding products and brands listed in 2017. To do this, we relied on the dataset created in 2017, which included 308 listed products and 397 non-listed products across the different CFBAI brands and companies.

Evaluation of nutrition quality

We used two standards to evaluate the nutrition quality of the food and drinks examined in this report: the Revised CFBAI

Category-Specific Uniform Nutrition Criteria implemented in January 2020⁵ and the Nutrition Profiling Index (NPI) score.⁶

The **CFBAI Revised Nutrition Criteria** set detailed standards for individual food and drink categories. They establish limits for the amount of energy, saturated fat, sodium, and added sugar permitted under each category and requirements for nutrients or ingredients to encourage (e.g., ½ serving of whole grain, vegetable as first ingredient) per serving. Separate criteria apply for 19 different categories, three of which are drinks (juices, milks, and exempt beverages). **Exempt beverages** are those meeting FDA regulations for “low-calorie” (≤ 40 kcal/RACC), “very low sodium” (≤ 35 mg/RACC), and which contain 5 grams or less of added sugars, excluding diet sodas.

These criteria were implemented in 2020 and replaced the previous criteria,⁷ which were used to assess products and brands in our 2017 report. The number of categories increased from 11 in 2017 to 19 in 2021 (see **Table A1**). **Table A2** shows differences in nutrition criteria between years for select categories. Notably, added sugar limits were implemented in 2020, whereas previous criteria used total sugar limits.

The **NPI score** uses a nutrient profiling model to provide an overall nutrition score based on total calories and content of both nutrients to limit (i.e., sodium, sugar, and saturated fat) and nutrients and food groups to encourage (i.e., fiber, protein, and unprocessed fruit, vegetable and nut content). This scoring system is based on the Nutrient Profiling model (NPM) established by University of Oxford researchers for the Food Standards Agency in the United Kingdom, and is currently used by the UK Office of Communications (Ofcom) to identify nutritious foods that can be advertised to children on TV.⁸ The system has also been used to assess healthfulness of the food supply over time in the UK.⁹ Because this score is calculated per 100 grams of product, it is helpful for assessing changes over time regardless of changes in serving sizes.

While the NPM produces a score that ranges between +34 (worst) to -15 (best), as in our previous Rudd reports, we calculated the Nutrient Profiling Index (NPI) score ($\text{NPI} = \text{NPM score} \times (-2) + 70$). This score ranges from 0 (poorest nutrition quality) to 100 (highest nutrition quality), making it easier to interpret. We calculated the NPI score for all food products in our analysis and identified those with a healthy nutrient composition using the cut-offs established by the U.K. Ofcom. An NPM score of < 4 translates to an NPI score of 64 or higher, the cut-off to qualify as a healthy food product that can be advertised to children on TV.

To assess the healthfulness of drinks in our report, we report and compare the percent of products with added sugars and/or NNS, and the median and range of added sugar per listed serving size (and total, when applicable). The NPM does not consider the use of NNS (which are not recommended in children)¹⁰ during estimation.

In addition to providing nutrition information for each product, we also report the median and range for nutrients to limit for each brand (total calories, added sugar, sodium, and

saturated fat), as well as NPI score. We also present total sugar to allow for comparisons with 2017.

Table A1. Comparison of CFBAI Nutrition Criteria product categories: 2020 vs. 2017

| 2020 CFBAI Revised Nutrition Criteria ¹ | 2017 CFBAI Nutrition Criteria ² |
|--|--|
| 1. Juices | Juices |
| 2. Milks | Dairy products, including milks and milk substitutes, yogurts and yogurt-type products, dairy-based desserts, and cheese and cheese products |
| 3. Yogurts and Yogurt-Type Products | |
| 4. Cheese and Cheese Products | |
| 5. Cereals | |
| 6a. Savory Snacks ³ | Grain, fruit and vegetable products, and items not in other categories |
| 6b. Sweet Snacks ³ | |
| 7. Waffles and Pancakes | |
| 8. Breads ⁴ | |
| 9. Pastas (plain) ⁴ | |
| 10. Fruits and Vegetables ⁴ | |
| 11. Seeds, Nuts, and Nut Butters and Spreads | |
| 12. Meat, Fish, and Poultry Products ⁴ | Meat, fish, and poultry products |
| 13. Soups and Meal Sauces ⁴ | Soups and meal sauces |
| 14. Mixed Dishes ⁵ | Mixed dishes ⁵ |
| 15. Main Dishes and Entrees ⁵ | Main dishes and entrees ⁵ |
| 16. Small Meals ⁵ | Small meals ⁵ |
| 17. Meals ⁵ | Meals ⁵ |
| 18. Exempt beverages | Exempt beverages |

¹ Based on CFBAI Category-Specific Uniform Nutrition Criteria, 2nd ed. January 2020.

² Based on CFBAI Category-Specific Uniform Nutrition Criteria, 1st ed. July 2011.

³ CFBAI lists separate criteria for sweets and savory snacks but gives one category number. Therefore, the number of categories in 2020 totals 19.

⁴ These categories had no listed products and are therefore not included in tables in this report.

⁵ In the report, we combined these categories into one category titled “Meals and entrees”.

Table A2. Comparison of CFBAI Nutrition Criteria for key product categories: 2017¹ vs. 2020²

| Category | Unit | | Energy (kcal) | | Saturated fat (g) | | Sodium (mg) | | Sugar (g) ³ | | Notes |
|----------------------------------|-----------------|-----------------|---------------|-------|-------------------|-------|-------------|-------|------------------------|------|---|
| | 2017 | 2020 | 2017 | 2020 | 2017 | 2020 | 2017 | 2020 | 2017 | 2020 | |
| Yogurts and yogurt-type products | 6 oz | 6 oz | ≤ 170 | ≤ 170 | ≤ 2 | ≤ 2 | ≤ 140 | ≤ 140 | ≤ 23 | ≤ 18 | Actual change in added sugar varies depending on type of yogurt |
| | LSS (30 g RACC) | LSS (40 g RACC) | ≤ 150 | ≤ 200 | ≤ 1.5 | ≤ 1.5 | ≤ 290 | ≤ 290 | ≤ 10 | ≤ 12 | 8-10% reductions in added sugar |
| Cereals ⁴ | LSS (55 g RACC) | LSS (60 g RACC) | > 150-200 | ≤ 220 | ≤ 2 | ≤ 1.5 | ≤ 360 | ≤ 290 | ≤ 12 | ≤ 12 | 25-26% reduction in sodium |
| Sweet snacks ⁴ | LSS | LSS | ≤ 150 | ≤ 150 | ≤ 1.5 | ≤ 1.5 | ≤ 290 | ≤ 200 | ≤ 10 | ≤ 9 | 10% reduction in added sugar |
| Exempt beverages | | LSS | ≤ 40 | ≤ 40 | -- | -- | ≤ 35 | ≤ 35 | NA | ≤ 5 | Added sugar was previously not limited |

¹ CFBAI Category-Specific Uniform Nutrition Criteria, 1st ed. July 2011.

² CFBAI Category-Specific Uniform Nutrition Criteria, 2nd ed. January 2020.

³ For 2017 refers to total, for 2020 to added sugar

⁴ Note that these product categories were newly added in 2020. In 2017 they were categorized as “Grain, fruit and vegetable products, and items not in other categories”

Evaluation of changes in products by category and brand

We also examined changes in the products and brands included on CFBAI Product Lists in 2020 versus 2017. For each year, we determined the number of listed products and the percent of listed products in each product category. For each brand, we determined the percents of listed and non-listed products out of the total number of products offered by the brand.

This report includes listed products in the following 2020 CFBAI food categories: Yogurt products; Sweet snacks; Cereals; Savory snacks; Cheese products; and Nut butters. Due to small numbers of listed products in the “Meals,” “Mixed dishes,” “Small meals,” and “Main dishes and entrees” CFBAI categories, we combine them into one “Meals and entrees” category in this report. Although the CFBAI Revised Nutrition Criteria includes other categories, there were no listed products in those categories in August 2020. For drinks, the report includes listed products for Juices, Milks, and Exempt beverages. In our analyses, we distinguish between **exempt beverages - sweetened** (that contain added sugars or NNS) and **exempt beverages - unsweetened**. The CFBAI Revised Nutrition Criteria do not make this distinction.

Steps in analyses

Step 1. CFBAI products in 2020. We assessed the number and percent of listed products in each of the CFBAI food and drink categories, as well as the nutrition quality of listed products.

Step 2. Changes in CFBAI brands. This process involved identifying the brands and products that were added and removed from the CFBAI lists of products that may be advertised to children between 2017 and 2020, as well as those that remained on the lists both years, within each product category. We then compared the proportions of listed food and drink products by category between 2017 and 2020.

Step 3. Changes in nutrition quality. To assess whether companies improved the nutrition quality of listed products following the introduction of the CFBAI Revised Nutrition Criteria, we examined the nutrition quality of products that were added or removed from the CFBAI Product Lists between 2017 and 2020, as well as those that remained on the lists both years. We first compared the nutrition quality of products that were removed from the list (using their 2017 nutrition data) with the nutrition quality of products that were added to the list in 2020 (using their 2020 nutrition data). We then assessed changes in the nutrition quality of products that were listed in both 2017 and 2020 to determine whether companies reformulated any of these products. Finally, we assessed the net change in nutrition for listed products by

comparing the nutrition quality of all listed products in 2017 with the nutrition quality of all listed products in 2020.

Step 4. Non-listed products offered by CFBAI listed brands. We also examined the number of non-listed products offered by CFBAI brands and the nutrition quality of these products. In this step we determined the proportion of products for each CFBAI brand that may be advertised to children, and we compared the nutrition quality of listed with non-listed products from the same brand.

Step 5. CFBAI companies with additional children’s brands. For additional children’s brands, we first determined the product category. For products in the cereals, yogurt products, and sweet snacks categories, we assessed overall nutrition quality and determined the proportion of products that met the CFBAI Revised Nutrition Criteria for products that may be advertised directly to children.

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Listed and non-listed products by company and brand in 2020

| Company | Brand | Listed products | Non-listed products | Categories |
|---------------|--------------------------|--|--|---|
| Campbell Soup | Pepperidge Farm Goldfish | Baked with Whole Grain, Favorites, Flavor Blasted, Mix, Special Edition, Veggie (n=15) | Favorites, Special Edition, Grahams, Non-GMO Ingredients, Veggie (n=13) | Savory snacks; Sweet snacks |
| Conagra | Chef Boyardee Pasta | Fun Flavors Can, Mini Cup (n=2) | Classics Can, Classics Cup, Fun Flavors Can, Fun Flavors Cup, Mini Can, Mini Cup, Pasta Made With Cauliflower (n=40) | Meals and entrees |
| | Peter Pan | Regular, Whipped (n=3) | Honey, Natural (n=8) | Nut butters |
| Danone | Activia | Dailies Probiotic Dairy Drinks, Fiber, Fruit, Greek, Probiotic 60 Calories, Probiotic Smoothies (n=26) | Dairy Free, Fruit on the Bottom, Lactose Free Yogurt, Less Sugar & More Good, Probiotic Drinks (n=18) | Yogurt products |
| | Danactive | Probiotic Dairy Drinks (n=3) | | Yogurt products |
| | Danimals | Nonfat Yogurt, Organic Smoothie, Organic Squeezables, Squeezables (Pouches), Super Danimals, Wild (n=20) | Smoothies (n=8) | Yogurt products |
| | Dannon | Creamy, Lowfat, Nonfat yogurts (n=3) | Fruit on the Bottom, Lowfat, Whole Milk yogurts (n=10) | Yogurt products |
| | Horizon Milk | Lowfat Milk (n=3) | Fat-free Milk, other Lowfat Milk, Reduced Fat Milk, Whole Milk (n=19) | Milks |
| | Light & Fit | Greek, Icelandic Style, Nonfat Yogurt (n=40) | Carb & Sugar Control, Collagen & Antioxidants, Crunch, Protein Smoothies (n=17) | Yogurt products |
| General Mills | Oikos | Greek Nonfat, Triple Zero (n=15) | Oikos Pro Fuel Drink, Protein Crunch Greek, Triple Zero Go Pack, Whole Milk Greek (n=22) | Yogurt products |
| | Cheerios | Original, Apple Cinnamon, Blueberry, Chocolate, Honey Nut (n=5) | All other cereal flavors, Honey Nut Treat Bars (n=15) | Cereals; Sweet snacks |
| | Cocoa Puffs | Cocoa Puffs (n=1) | | Cereals |
| | Cookie Crisp | Cookie Crisp (n=1) | | Cereals |
| | Lucky Charms | Original, Chocolate, Frosted Flakes, Fruity (n=4) | Honey Clovers, Treat Bars (n=2) | Cereals; Sweet snacks |
| | Toast Crunch | Cinnamon, Chocolate, Churros (n=3) | French Toast, Sugar Cookie, Treat Bars, Soft Breakfast Bar (n=4) | Cereals; Sweet snacks |
| | Trix | Original (cereal) (n=1) | Cereal bars (n=1) | Cereals; Sweet snacks |
| Kellogg | Froot Loops | Original, Tropical (n=2) | Jumbo Snax, Marshmallow (n=2) | Cereals; Sweet snacks |
| | Frosted Flakes | Honey Nut, With Marshmallows (n=2) | All other flavors (n=5) | Cereals; Sweet snacks |
| | Pop-Tarts | Crisps (n=3) | All other flavors (n=30) | Sweet snacks |
| | Rice Krispies | Original Rice Krispies (n=1) | All other cereals flavors (n=4), Treat Bars (n=10) | Cereals; Sweet snacks |
| Kraft Heinz | Capri Sun | 100% Juice (n=5), Refreshers (n=2), Reduced Sugar (n=3)* | Refreshers (n=2), Juice Drinks (n=14), Roarin' Waters (n=6), Organic (n=5), Sport (n=4), Adventures (n=4) | Juices; Exempt beverages - sweetened; Other beverages |
| | Creative Roots | Coconut Water (n=4) | | Exempt beverages - sweetened |
| | Kool-Aid | Jammers Zero Sugar (n=1)* | All other products (n=67) | Exempt beverages - sweetened; Other beverages |
| | Kraft Macaroni & Cheese | Blue Box, Microwavable (n=6) | Deluxe (n=7), all other Blue Box, Microwavable (n=13) | Meals and entrees |

*Capri Sun Reduced Sugar Flavored Juice Drink (n=3) and Kool Aid Jammers Zero Sugar (n=1) were listed on the CFBAI August 2020 Product List, yet were not included on the company website, so no nutrition information was available. These brands are omitted from nutrition analyses tables.

Listed and non-listed products by company and brand in 2020 continued

| Company | Brand | Listed products | Non-listed products | Categories |
|-------------|-----------------------|--|---|---|
| Kraft Heinz | Kraft/Polly-O | String Cheese (n=4) | String Cheese (n=5) | Cheese products |
| | Kraft Singles | Singles and Singles 2% (n=6) | Singles and Singles 2% (n=2) | Cheese products |
| | Lunchables | With 100% Juice (n=2) | Brunchables (n=3), Natural Meat and Cheese (n=2), Snacks (n=5), Uploaded with Drink (n=6), With 100% Juice (n=1), With Drink (n=10), Without Drink (n=16) | Sweet snacks; Meal and entrees |
| Nestle | Pure Life | Enhanced Water (n=3), Kids Bottled Water (n=4), Purified Water (n=1) | | Exempt beverages - unsweetened |
| PepsiCo | Aquafina | FlavorSplash (n=3), Purified Water (n=1) | | Exempt beverages - sweetened; Exempt beverages - unsweetened |
| | Bubly | Sparkling Water (n=16) | | Exempt beverages - unsweetened |
| | Lifewtr | Purified Water (n=1) | | Exempt beverages - unsweetened |
| Post Foods | Alpha-Bits | Original (n=1) | | Cereals |
| | Honey Bunches of Oats | Honey Roasted, Frosted, With Almonds (n=3) | All other varieties (n=11) | Cereals |
| | Honeycomb | Original (n=1) | | Cereals |
| | Pebbles | Cocoa Pebbles, Fruity Pebbles, Fruity Treats (n=3) | Marshmallow Fruity Pebbles (n=1) | Cereals; Sweet snacks |
| Unilever | Popsicle | Original, On the Go, Fruit Twister, Fruit Pops, Simply (n=26) | All other varieties (n=13) | Sweet snacks |

Source: August 2020 CFBAI Product List and company and brand websites to identify non-listed products

Nutrition data for CFBAI listed products in 2020

| Category | Company | Brand | Listed in 2017 | Child-directed | # of products | % products with | | NPI score | | Total calories (kcal) | | Total sugar (g) | | Added sugar (g) | | Sodium (mg) | | Sat fat (g) | | | |
|------------------------|---------------|--------------------------|----------------|----------------|---------------|-----------------|------|-----------|---------|-----------------------|--------|-----------------|-----------|-----------------|---------|-------------|---------|-------------|-----------|-----------|-----------|
| | | | | | | Added sugar | NNS | Median | (Range) | % healthy | Median | (Range) | Median | (Range) | Median | (Range) | Median | (Range) | Median | (Range) | |
| Food categories | | | | | | | | | | | | | | | | | | | | | |
| Yogurt products | Danone | Activia | ✓ | | 26 | 69% | 19% | 70 | (68-74) | 100% | 90 | (60-140) | 12 | (6-21) | 7.5 | (0-17) | 55 | (50-120) | 1.0 | (0-2.0) | |
| | | Danactive | ✓ | | 3 | 100% | 0% | 68 | (66-68) | 100% | 70 | (70-80) | 13 | (13-13) | 10 | (9-10) | 45 | (45-45) | 0.5 | (0.5-0.5) | |
| | | Danimals | ✓ | ✓ | 20 | 100% | 0% | 71 | (66-72) | 100% | 75 | (45-90) | 10 | (7-13) | 6 | (4-9) | 55 | (30-85) | 0 | (0-1) | |
| | | Dannon | ✓ | | 3 | 33% | 0% | 72 | (72-72) | 100% | 80 | (70-110) | 10 | (10-10) | 0 | (0-10) | 110 | (60-115) | 0 | (0-1.5) | |
| | | Light & Fit | ✓ | | 40 | 85% | 95% | 76 | (72-80) | 100% | 80 | (70-90) | 7 | (6-9) | 2 | (0-4) | 55 | (45-100) | 0 | (0-0) | |
| | | Oikos | ✓ | | 15 | 7% | 87% | 84 | (74-88) | 100% | 100 | (80-120) | 5 | (5-15) | 0 | (0-10) | 65 | (45-125) | 0 | (0-0) | |
| Sweet snacks | Kellogg | Pop-Tarts | | ✓ | 3 | 100% | 0% | 32 | (30-38) | 0% | 120 | (110-120) | 9 | (8-9) | 8 | (7-9) | 80 | (80-80) | 1.5 | (1.5-1.5) | |
| | | Post Foods | ✓ | ✓ | 1 | 100% | 0% | 22 | | 0% | 90 | | 9 | | 8 | | 80 | | 1.5 | | |
| | | Unilever | ✓ | ✓ | 26 | 100% | 0% | 62 | (48-66) | 42% | 110 | (10-200) | 19.5 | (2-42) | 19 | (2-34) | 0 | (0-20) | 0 | (0-0.5) | |
| Cereals | General Mills | Cheerios | ✓ | ✓ | 5 | 100% | 0% | 48 | (46-58) | 0% | 140 | (140-150) | 11 | (2-12) | 11 | (2-12) | 190 | (150-210) | 0 | (0-0.5) | |
| | | Cocoa Puffs | ✓ | ✓ | 1 | 100% | 0% | 48 | | 0% | 100 | | 9 | | 9 | | 100 | | 0 | | |
| | | Cookie Crisp | ✓ | ✓ | 1 | 100% | 0% | 44 | | 0% | 140 | | 12 | | 12 | | 150 | | 0 | | |
| | | Lucky Charms | ✓ | ✓ | 4 | 100% | 0% | 42 | (32-48) | 0% | 115 | (110-140) | 10 | (10-12) | 12 | (12-12) | 170 | (150-200) | 0 | (0-0) | |
| | | Toast Crunch | ✓ | ✓ | 3 | 100% | 0% | 46 | (46-48) | 0% | 180 | (170-180) | 12 | (11-12) | 12 | (11-12) | 230 | (170-230) | 0 | (0-1) | |
| | | Trix | ✓ | ✓ | 1 | 100% | 0% | 42 | | 0% | 160 | | 12 | | 12 | | 180 | | 0 | | |
| | | Kellogg | Froot Loops | ✓ | ✓ | 2 | 100% | 0% | 48 | (48-48) | 0% | 150 | (150-150) | 12 | (12-12) | 12 | (12-12) | 210 | (210-210) | 0.5 | (0.5-0.5) |
| | | | Frosted Flakes | ✓ | ✓ | 2 | 100% | 0% | 38 | (36-40) | 0% | 145 | (140-150) | 12 | (12-12) | 12 | (12-12) | 215 | (210-220) | 0 | (0-0) |
| | | | Rice Krispies | ✓ | ✓ | 1 | 100% | 0% | 48 | | 0% | 150 | | 4 | | 4 | | 200 | | 0 | |
| | | Post Foods | Alpha-Bits | Alpha-Bits | ✓ | ✓ | 1 | 100% | 0% | 50 | | 0% | 140 | | 12 | | 12 | | 160 | | 0 |
| Honey Bunches of Oats | | | | | 3 | 100% | 0% | 54 | (52-54) | 0% | 160 | (160-170) | 9 | (9-11) | 8 | (8-11) | 180 | (180-190) | 0 | (0-0) | |
| Honeycomb | ✓ | | | ✓ | 1 | 100% | 0% | 42 | | 0% | 160 | | 13 | | 12 | | 190 | | 0 | | |
| Pebbles | ✓ | | | ✓ | 2 | 100% | 0% | 37 | (36-38) | 0% | 140 | (140-140) | 12 | (12-12) | 12 | (12-12) | 205 | (190-220) | 0 | (0-0) | |
| Savory snacks | Campbell Soup | Pepperidge Farm Goldfish | ✓ | ✓ | 15 | 60% | 0% | 38 | (36-48) | 0% | 140 | (130-140) | 0 | (0-0) | 0 | (0-0) | 250 | (220-280) | 1 | (1-1) | |

Nutrition data for CFBAI listed products in 2020 continued

Appendix Table 2

| Category | Company | Brand | Listed in 2017 | Child-directed | # of products | % products with | | NPI score | | | Total calories (kcal) | | Total sugar (g) | | Added sugar (g) | | Sodium (mg) | | Sat fat (g) | |
|---------------------------------|-------------|-------------------------|----------------|----------------|---------------|-----------------|------|-----------|---------|-----------|-----------------------|-----------|-----------------|---------|-----------------|---------|-------------|-----------|-------------|-----------|
| | | | | | | Added sugar | NNS | Median | (Range) | % healthy | Median | (Range) | Median | (Range) | Median | (Range) | Median | (Range) | Median | (Range) |
| Food categories (cont'd) | | | | | | | | | | | | | | | | | | | | |
| Meals and entrees | Kraft Heinz | Kraft Macaroni & Cheese | ✓ | ✓ | 6 | 50% | 0% | 66 | (64-68) | 100% | 245 | (210-280) | 6.5 | (5-8) | 0 | (0-0) | 510 | (490-530) | 2.25 | (2-2.5) |
| | Kraft Heinz | Lunchables | ✓ | ✓ | 2 | 100% | 0% | 70 | (70-70) | 100% | 380 | (350-410) | 17.5 | (11-24) | 0 | (0-0) | 565 | (560-570) | 4.25 | (4-4.5) |
| | Conagra | Chef Boyardee Pasta | ✓ | ✓ | 2 | 100% | 0% | 72 | (72-72) | 100% | 165 | (160-170) | 6.5 | (6-7) | 0 | (0-0) | 550 | (550-550) | 0.75 | (0-1.5) |
| Cheese products | Kraft Heinz | Kraft/Polly-O | ✓ | | 4 | 0% | 0% | 32 | (32-32) | 0% | 60 | (60-60) | 0 | (0-0) | 0 | (0-0) | 155 | (130-180) | 2.25 | (2-2.5) |
| | | Kraft Singles | ✓ | | 6 | 0% | 0% | 25 | (20-28) | 0% | 47.5 | (45-60) | 1.5 | (0-2) | 0 | (0-0) | 225 | (220-250) | 1.75 | (1.5-2.5) |
| Nut butters | Conagra | Peter Pan | ✓ | ✓ | 3 | 100% | 0% | 34 | (34-38) | 0% | 200 | (140-210) | 3 | (2-3) | 2 | (1-2) | 100 | (90-130) | 3 | (2.5-3) |
| Drink categories* | | | | | | | | | | | | | | | | | | | | |
| Exempt beverages - unsweetened | Nestle | Pure Life Water | | ✓ | 8 | 0% | 0% | | | | 0 | (0-0) | 0 | (0-0) | 0 | (0-0) | 0 | (0-0) | 0 | (0-0) |
| | PepsiCo | Aquafina | | | 1 | 0% | 0% | | | | 0 | (0-0) | 0 | (0-0) | 0 | (0-0) | 0 | (0-0) | 0 | (0-0) |
| | | Bubly | | | 16 | 0% | 0% | | | | 0 | (0-0) | 0 | (0-0) | 0 | (0-0) | 0 | (0-0) | 0 | (0-0) |
| | | Lifewtr | | | 1 | 0% | 0% | | | | 0 | (0-0) | 0 | (0-0) | 0 | (0-0) | 0 | (0-0) | 0 | (0-0) |
| Exempt beverages - sweetened | Kraft Heinz | Creative Roots | | ✓ | 4 | 0% | 100% | | | | 15 | (15-15) | 1 | (1-1) | 0 | (0-0) | 35 | (35-35) | 0 | (0-0) |
| | PepsiCo | Aquafina (FlavorSplash) | | | 3 | 0% | 100% | | | | 0 | (0-0) | 0 | (0-0) | 0 | (0-0) | 0 | (0-0) | 0 | (0-0) |
| Juices | Kraft Heinz | Capri Sun | ✓ | ✓ | 7 | 0% | 0% | | | | 80 | (45-90) | 20 | (10-20) | 0 | (0-0) | 25 | (20-25) | 0 | (0-0) |
| Milks | Conagra | Horizon Milk | | ✓ | 3 | 100% | 0% | | | | 150 | (140-150) | 22 | (21-22) | 10 | (9-10) | 180 | (130-180) | 1.5 | (1.5-1.5) |

*Capri Sun Reduced Sugar Flavored Juice Drink (n=3) and Kool-Aid Jammers Zero Sugar (n=1) were listed on the CFBAI August 2020 Product List, yet were not included on the company website, so no nutrition information was available. These are omitted from this table.

Source: Nutrition data posted on brand and company websites between October 2020 and January 2021

Nutrition data for CFBAI listed products in 2017

| Category | Company | Brand | Listed in 2020 | Child-directed | # of products | % products with | | NPI score | | | Total calories (kcal) | | Total sugar (g) | | Sodium (mg) | | Sat fat (g) | |
|------------------------|---------------|----------------------------|----------------|----------------|---------------|-----------------|------|-----------|---------|-----------|-----------------------|-----------|-----------------|---------|-------------|-----------|-------------|-----------|
| | | | | | | Added sugar | NNS | Median | (Range) | % healthy | Median | (Range) | Median | (Range) | Median | (Range) | Median | (Range) |
| Food categories | | | | | | | | | | | | | | | | | | |
| Yogurt products | Danone | Activia | ✓ | | 21 | 76% | 33% | 72 | (68-78) | 100% | 90 | (60-120) | 13 | (6-17) | 55 | (50-75) | 1.0 | (0-1) |
| | | Danactive | ✓ | | 3 | 100% | 0% | 68 | (68-70) | 100% | 70 | (70-70) | 13 | (11-13) | 40 | (40-40) | 0.5 | (0.5-0.5) |
| | | Danimals | ✓ | ✓ | 16 | 100% | 0% | 68 | (66-70) | 100% | 75 | (60-80) | 12 | (10-14) | 47.5 | (40-65) | 0 | (0-1) |
| | | Dannon | ✓ | | 2 | 50% | 0% | 71 | (70-72) | 100% | 100 | (80-120) | 13.5 | (12-15) | 115 | (80-150) | 0 | (0-0) |
| | | Light & Fit | ✓ | | 35 | 97% | 97% | 76 | (72-80) | 100% | 80 | (70-120) | 7 | (6-9) | 55 | (45-95) | 0 | (0-0) |
| | | Oikos | ✓ | | 17 | 18% | 76% | 88 | (74-88) | 100% | 120 | (80-120) | 6 | (6-14) | 65 | (50-150) | 0 | (0-0) |
| | General Mills | Go-Gurt | | ✓ | 10 | 100% | 0% | 64 | (64-66) | 100% | 60 | (50-60) | 9 | (8-9) | 30 | (30-30) | 0 | (0-0) |
| | | Yoplait Kid Cup | | ✓ | 9 | 100% | 0% | 66 | (66-68) | 100% | 100 | (70-100) | 13 | (8-13) | 60 | (45-60) | 0 | (0-1.5) |
| Yoplait Trix | | | ✓ | 2 | 100% | 0% | 66 | (66-66) | 100% | 100 | (100-100) | 13 | (13-13) | 50 | (50-50) | 0.5 | (0.5-0.5) | |
| Meals and entrees | Conagra | Chef Boyardee Pasta | ✓ | ✓ | 11 | 100% | 0% | 72 | (70-76) | 100% | 170 | (150-200) | 7 | (6-11) | 550 | (500-600) | 0.5 | (0-2) |
| | | Kid Cuisine | | ✓ | 9 | 100% | 44% | 72 | (68-74) | 100% | 410 | (330-440) | 9 | (5-16) | 480 | (430-540) | 3.5 | (1.5-4.5) |
| | Kraft Heinz | Kraft Macaroni & Cheese | ✓ | ✓ | 12 | 0% | 0% | 68 | (64-70) | 100% | 280 | (210-290) | 8 | (6-9) | 490 | (460-580) | 2 | (1-3) |
| | | Lunchables | ✓ | ✓ | 4 | 100% | 0% | 67 | (64-68) | 100% | 580 | (570-600) | 36 | (24-37) | 580 | (570-600) | 4.25 | (4-4.5) |
| Sweet snacks | Campbell Soup | Betty Crocker Fruit Snacks | | ✓ | 22 | 100% | 0% | 34 | (30-42) | 0% | 80 | (40-90) | 10 | (5-10) | 47.5 | (25-50) | 0.5 | (0-0.5) |
| | | Pepperidge Farm Goldfish | | ✓ | 5 | 100% | 0% | 18 | (12-32) | 0% | 140 | (130-140) | 9 | (5-10) | 125 | (105-240) | 1 | (1-1.5) |
| | Post Foods | Pebbles | ✓ | ✓ | 1 | 100% | 0% | 24 | | 0% | 90 | | 9 | | 75 | | 1.5 | |
| | Unilever | Popsicle | ✓ | ✓ | 8 | 100% | 0% | 63 | (62-64) | 50% | 50 | (20-70) | 8.5 | (7-11) | 0 | (0-15) | 0 | (0-0.5) |
| | Cereals | General Mills | Cheerios | ✓ | ✓ | 2 | 100% | 0% | 58 | (46-70) | 50% | 105 | (100-110) | 5 | (1-9) | 150 | (140-160) | 0.25 |
| Cocoa Puffs | | | ✓ | ✓ | 1 | 100% | 0% | 48 | | 0% | 100 | | 9 | | 100 | | 0 | |
| Cookie Crisp | | | ✓ | ✓ | 1 | 100% | 0% | 46 | | 0% | 100 | | 9 | | 120 | | 0 | |
| Golden Grahams | | | | ✓ | 1 | 100% | 0% | 44 | | 0% | 120 | | 9 | | 240 | | 0 | |
| Lucky Charms | | | ✓ | ✓ | 2 | 100% | 0% | 45 | (42-48) | 0% | 110 | (110-110) | 10 | (10-10) | 160 | (150-170) | 0 | (0-0) |
| Monsters | | | | ✓ | 3 | 100% | 0% | 46 | (46-46) | 0% | 130 | (100-130) | 9 | (9-9) | 150 | (130-150) | 0 | (0-0) |
| Reese's Puffs | | | | ✓ | 1 | 100% | 0% | 38 | | 0% | 120 | | 9 | | 160 | | 0.5 | |
| Toast Crunch | | | ✓ | ✓ | 2 | 100% | 0% | 44 | (44-44) | 0% | 120 | (110-130) | 9 | (9-9) | 160 | (140-180) | 0.25 | (0-0.5) |
| Trix | ✓ | ✓ | 1 | 100% | 0% | 42 | | 0% | 130 | | 10 | | 160 | | 0 | | | |

Nutrition data for CFBAI listed products in 2017 continued

Appendix Table 3

| Category | Company | Brand | Listed in 2020 | Child-directed | # of products | % products with | | NPI score | | | Total calories (kcal) | | Total sugar (g) | | Sodium (mg) | | Sat fat (g) | | |
|---------------------------------|---------------|--------------------------|----------------|----------------|---------------|-----------------|------|-----------|---------|-----------|-----------------------|-----------|-----------------|---------|-------------|-----------|-------------|-----------|---------|
| | | | | | | Added sugar | NNS | Median | (Range) | % healthy | Median | (Range) | Median | (Range) | Median | (Range) | Median | (Range) | |
| Food categories (cont'd) | | | | | | | | | | | | | | | | | | | |
| Cereals (cont'd) | Kellogg | Apple Jacks | ✓ | ✓ | 1 | 100% | 0% | 46 | | 0% | 110 | | 10 | | 150 | | 0.5 | | |
| | | Corn Pops | | ✓ | 1 | 100% | 0% | 44 | | 0% | 120 | | 9 | | 105 | | 0 | | |
| | | Froot Loops | ✓ | ✓ | 2 | 100% | 0% | 46 | (46-46) | 0% | 110 | (110-110) | 10 | (10-10) | 150 | (150-150) | 0.5 | (0.5-0.5) | |
| | | Frosted Flakes | ✓ | ✓ | 2 | 100% | 0% | 40 | (38-42) | 0% | 110 | (110-110) | 10 | (10-10) | 150 | (150-150) | 0 | (0-0) | |
| | | Frosted Mini-Wheats | | ✓ | 1 | 100% | 0% | 74 | | 100% | 190 | | 11 | | 0 | | 0 | | |
| | | Rice Krispies | ✓ | ✓ | 1 | 100% | 0% | 46 | | 0% | 130 | | 4 | | 190 | | 0 | | |
| | | PepsiCo | Quaker Life | | | 1 | 100% | 0% | 54 | | 0% | 120 | | 6 | | 160 | | 0 | |
| | | | Quaker Oats | | | 3 | 0% | 0% | 80 | (78-80) | 100% | 150 | (100-150) | 1 | (0-1) | 0 | (0-75) | 0.5 | (0-0.5) |
| | | Post Foods | Alpha-Bits | ✓ | ✓ | 1 | 100% | 0% | 52 | | 0% | 120 | | 6 | | 180 | | 0 | |
| | | | Honeycomb | ✓ | ✓ | 1 | 100% | 0% | 44 | | 0% | 130 | | 10 | | 180 | | 0 | |
| | Pebbles | | ✓ | ✓ | 3 | 100% | 0% | 30 | (28-36) | 0% | 120 | (110-120) | 10 | (9-10) | 170 | (140-180) | 1 | (0-1) | |
| Cheese products | Kraft Heinz | Kraft/Polly-O | ✓ | | 6 | 0% | 0% | 34 | (30-34) | 0% | 60 | (50-70) | 0 | (0-1) | 145 | (140-190) | 2.25 | (2-2.5) | |
| | | Kraft Singles | ✓ | | 10 | 0% | 0% | 22 | (20-28) | 0% | 60 | (45-60) | 2 | (1-2) | 235 | (200-280) | 2.5 | (1.5-2.5) | |
| Savory snacks | Campbell Soup | Pepperidge Farm Goldfish | ✓ | ✓ | 12 | 25% | 0% | 40 | (36-48) | 0% | 140 | (120-140) | 40 | (36-48) | 270 | (240-290) | 1 | (0-1) | |
| Nut butters | Conagra | Peter Pan | ✓ | ✓ | 9 | 100% | 0% | 36 | (34-46) | 0% | 210 | (150-210) | 3 | (2-4) | 130 | (100-150) | 3 | (2-3.5) | |
| Waffles and pancakes | Kellogg | Eggo | | ✓ | 2 | 50% | 0% | 51 | (46-56) | 0% | 160 | (140-180) | 6 | (2-10) | 275 | (190-360) | 1.25 | (1-1.5) | |
| Fruits and vegetables | Campbell Soup | Bolthouse Farms | | | 1 | 0% | 0% | 78 | | 100% | 25 | | 4 | | 200 | | 0 | | |
| Drink categories | | | | | | | | | | | | | | | | | | | |
| Exempt beverages - sweetened | Kraft Heinz | Capri Sun | ✓* | ✓ | 6 | 100% | 100% | | | | 30 | (30-30) | 8 | (8-8) | 15 | (15-15) | 0 | (0-0) | |
| | | Kool-Aid | ✓* | ✓ | 33 | 70% | 76% | | | | 30 | (0-40) | 7 | (0-11) | 0 | (0-20) | 0 | (0-0) | |
| Juices | Kraft Heinz | Capri Sun | ✓ | ✓ | 11 | 0% | 0% | | | | 70 | (70-90) | 17 | (14-21) | 25 | (20-30) | 0 | (0-0) | |

*Kool Aid and Capri Sun are listed brands for Exempt beverages in 2020, however, the products listed ("Kool Aid Jammers Zero Sugar" and "Capri Sun Reduced Sugar Flavored Juice Drink") were not on the brand websites in October of 2020 when nutrition information was collected.

Source: Rudd Center nutrition analysis from FACTS 2017

Changes in numbers and proportion of listed products by brand: 2017 to 2020

| Category | Company | Brand | 2017 | | | 2020 | | |
|------------------------|---------------|----------------------------|------------|----------------|----------|------------|----------------|----------|
| | | | Listed (n) | Non-listed (n) | % listed | Listed (n) | Non-listed (n) | % listed |
| Food categories | | | | | | | | |
| Yogurt products | Danone | Activia | 21 | 16 | 57% | 26 | 18 | 59% |
| | | Danactive | 3 | 0 | 100% | 3 | 0 | 100% |
| | | Danimals | 16 | 0 | 100% | 20 | 8 | 71% |
| | | Dannon | 2 | 23 | 8% | 3 | 10 | 23% |
| | | Light & Fit | 35 | 33 | 51% | 40 | 17 | 70% |
| | | Oikos | 17 | 19 | 47% | 15 | 22 | 41% |
| | General Mills | Yoplait Go-Gurt | 10 | 0 | 100% | ** | | |
| | | Yoplait Kid Cup | 9 | 0 | 100% | ** | | |
| | | Yoplait Trix | 2 | 0 | 100% | ** | | |
| Sweet snacks* | Campbell Soup | Pepperidge Farm Goldfish | 5 | 2 | 71% | 0 | 3 | 0% |
| | General Mills | Betty Crocker Fruit Snacks | 22 | 9 | 71% | ** | | |
| | Kellogg | Pop-Tarts | | | | 3 | 30 | 9% |
| | Post Foods | Pebbles | 1 | 0 | 100% | 1 | 0 | 100% |
| | Unilever | Popsicle | 8 | 27 | 23% | 26 | 13 | 67% |
| Cereals | General Mills | Cheerios | 2 | 10 | 17% | 5 | 14 | 26% |
| | | Cocoa Puffs | 1 | 0 | 100% | 1 | 0 | 100% |
| | | Cookie Crisp | 1 | 0 | 100% | 1 | 0 | 100% |
| | | Golden Grahams | 1 | 0 | 100% | ** | | |
| | | Lucky Charms | 2 | 0 | 100% | 4 | 1 | 80% |
| | | Monsters | 3 | 0 | 100% | ** | | |
| | | Reese's Puffs | 1 | 0 | 33% | ** | | |
| | | Toast Crunch | 2 | 0 | 100% | 3 | 2 | 60% |
| | | Trix | 1 | 0 | 100% | 1 | 0 | 100% |
| | Kellogg | Apple Jacks | 1 | 0 | 100% | ** | | |
| | | Corn Pops | 1 | 0 | 100% | ** | | |
| | | Froot Loops | 2 | 1 | 67% | 2 | 1 | 67% |
| | | Frosted Flakes | 2 | 2 | 50% | 2 | 4 | 33% |
| | | Frosted Mini-Wheats | 1 | 7 | 13% | ** | | |
| | | Rice Krispies | 1 | 3 | 25% | 1 | 4 | 20% |

* Non-listed sweet snacks for cereal brands (n=17) and Lunchables brands (n=3) not included in this table for 2020.

** These brands were removed from CFBAI Product List in August 2020.

Changes in numbers and proportion of listed products by brand: 2017 to 2020 continued

| Category | Company | Brand | 2017 | | | 2020 | | |
|---------------------------------|---------------|--------------------------|------------|----------------|----------|------------|----------------|----------|
| | | | Listed (n) | Non-listed (n) | % listed | Listed (n) | Non-listed (n) | % listed |
| Food categories (cont'd) | | | | | | | | |
| Cereals (cont'd) | PepsiCo | Quaker Life | 1 | 3 | 25% | ** | | |
| | | Quaker Oats | 3 | 28 | 10% | ** | | |
| | Post Foods | Alpha-Bits | 1 | 0 | 100% | 1 | 0 | 100% |
| | | Honey Bunches of Oats | | | | 3 | 11 | 21% |
| | | Honeycomb | 1 | 0 | 100% | 1 | 0 | 100% |
| | Pebbles | 3 | 1 | 75% | 2 | 1 | 67% | |
| Savory snacks | Campbell Soup | Pepperidge Farm Goldfish | 12 | 11 | 52% | 15 | 10 | 60% |
| Meals and entrees | Conagra | Chef Boyardee Pasta | 11 | 33 | 25% | 2 | 40 | 5% |
| | | Kid Cuisine | 9 | 2 | 82% | ** | | |
| | Kraft Heinz | Kraft Macaroni & Cheese | 12 | 18 | 40% | 6 | 20 | 23% |
| | | Lunchables | 4 | 32 | 11% | 2 | 40 | 5% |
| Cheese products | Kraft Heinz | Kraft/Polly-O | 6 | 10 | 38% | 4 | 5 | 44% |
| | | Kraft Singles | 10 | 2 | 83% | 6 | 2 | 75% |
| Nut butters | Conagra | Peter Pan | 9 | 4 | 69% | 3 | 8 | 27% |
| Waffles and pancakes | Kellogg | Eggo | 2 | 27 | 7% | ** | | |
| Fruits and vegetables | Campbell Soup | Bolthouse Farms | 1 | 0 | 100% | ** | | |
| Drink categories | | | | | | | | |
| Exempt beverages - unsweetened | Kraft Heinz | Kool-Aid | | | | 0 | 21 | 0% |
| | Nestle | Pure Life water | | | | 8 | 0 | 100% |
| | PepsiCo | Aquafina | | | | 1 | 0 | 100% |
| | | Bubly | | | | 16 | 0 | 100% |
| | | Lifewtr | | | | 1 | 0 | 100% |
| Exempt beverages - sweetened | PepsiCo | Aquafina (FlavorSplash) | | | | 3 | 0 | 100% |
| | Kraft Heinz | Capri Sun | 6 | 3 | 67% | 3 | 0 | 100% |
| | | Creative Roots | | | | 4 | 0 | 100% |
| | | Kool-Aid | 33 | 39 | 46% | 1 | 10 | 9% |

** These brands were removed from CFBAI Product List in August 2020.

Changes in numbers and proportion of listed products by brand: 2017 to 2020 continued

| Category | Company | Brand | 2017 | | | 2020 | | |
|----------------------------------|-------------|--------------|------------|----------------|----------|------------|----------------|----------|
| | | | Listed (n) | Non-listed (n) | % listed | Listed (n) | Non-listed (n) | % listed |
| Drink categories (cont'd) | | | | | | | | |
| Juices | Kraft Heinz | Capri Sun | 11 | 0 | 100% | 7 | 7 | 50% |
| Other beverages*** | Kraft Heinz | Capri Sun | 0 | 14 | 0% | 0 | 28 | 0% |
| | | Kool-Aid | 0 | 18 | 0% | 0 | 36 | 0% |
| Milks | Danone | Horizon Milk | | | | 3 | 19 | 14% |

***Other beverages includes drinks in categories that cannot be advertised to children (e.g., full-calorie fruit drinks, sports drinks)

Sources: FACTS 2017. Food industry self-regulation after 10 years; August 2020 CFBAI Product List; information posted on brand and company websites between October 2020 and January 2021

Appendix Table 5

Nutrition data for non-listed products from CFBAI brands in 2020

| Category | Company | Brand | # of products | % meet CFBAI nutrition criteria | % products with | | NPI score | | | Total calories (kcal) | | Added sugar (g) | | Sodium (mg) | | Sat fat (g) | |
|------------------------|---------------|--------------------------|---------------|---------------------------------|-----------------|------|-----------|---------|-----------|-----------------------|-----------|-----------------|---------|-------------|-----------|-------------|-----------|
| | | | | | Added sugar | NNS | Median | (Range) | % healthy | Median | (Range) | Median | (Range) | Median | (Range) | Median | (Range) |
| Food categories | | | | | | | | | | | | | | | | | |
| Meals and entrees | Conagra | Chef Boyardee Pasta | 40 | 5% | 83% | 0% | 68 | (64-72) | 100% | 200 | (130-280) | 3 | (0-7) | 700 | (390-870) | 3 | (0-6) |
| | Kraft Heinz | Lunchables | 40 | 0% | 100% | 15% | 50 | (10-70) | 30% | 325 | (210-480) | 4.5 | (0-26) | 620 | (320-870) | 6 | (1.5-8) |
| | | Kraft Macaroni & Cheese | 20 | 15% | 35% | 0% | 66 | (62-68) | 80% | 290 | (210-350) | 0 | (0-0) | 600 | (470-980) | 3 | (2-3.5) |
| Yogurt products | Conagra | Light & Fit | 17 | 94% | 41% | 100% | 76 | (72-80) | 100% | 90 | (45-130) | 0 | (0-7) | 80 | (25-105) | 1 | (0-2) |
| | | Oikos | 22 | 36% | 86% | 45% | 74 | (70-82) | 100% | 160 | (80-190) | 11.5 | (0-14) | 85 | (45-170) | 1.5 | (0-2.5) |
| | Danone | Activia | 18 | 78% | 100% | 22% | 72 | (70-76) | 100% | 125 | (90-160) | 8 | (3-14) | 50 | (20-115) | 1.5 | (0-3) |
| | | Danimals | 8 | 100% | 100% | 0% | 68 | (68-68) | 100% | 50 | (50-50) | 7 | (7-7) | 30 | (30-30) | 0 | (0-0) |
| | Dannon | | 10 | 90% | 90% | 0% | 66 | (66-70) | 100% | 130 | (110-140) | 14 | (0-15) | 75 | (70-90) | 1 | (1-4) |
| Sweet snacks | Campbell Soup | Pepperidge Farm Goldfish | 3 | 0% | 100% | 0% | 36 | (36-48) | 0% | 140 | (140-140) | 0 | (0-0) | 250 | (240-250) | 1 | (1-1) |
| | | General Mills | Cheerios | 1 | 100% | 100% | 0% | 26 | | 0% | 100 | 100 | 9 | | 0 | | 0 |
| | | Lucky Charms | 1 | 100% | 100% | 0% | 30 | | 0% | 100 | 100 | 9 | | 85 | | 1 | |
| | | Toast Crunch | 2 | 100% | 100% | 0% | 31 | (24-38) | 0% | 95 | (90-100) | 8 | (8-8) | 82.5 | (75-90) | 1.5 | (1.5-1.5) |
| | | Trix | 1 | 0% | 100% | 0% | 58 | | 0% | 160 | 160 | 9 | | 105 | | 0.5 | |
| | Kellogg | Froot Loops | 1 | 100% | 100% | 0% | 46 | | 0% | 50 | 50 | 5 | | 60 | | 0 | |
| | | Frosted Flakes | 1 | 0% | 100% | 0% | 36 | | 0% | 150 | 150 | 15 | | 200 | | 0 | |
| | | Pop-Tarts | 30 | 0% | 100% | 0% | 36 | (30-40) | 0% | 210 | (150-400) | 17.5 | (13-33) | 195 | (160-560) | 2 | (1.5-5) |
| | | Rice Krispies | 10 | 60% | 100% | 0% | 30 | (14-32) | 0% | 90 | (80-160) | 8 | (6-14) | 85 | (80-180) | 1 | (0.5-4) |
| | Kraft Heinz | Lunchables | 3 | 0% | 100% | 0% | 28 | (22-40) | 0% | 240 | (200-240) | 29 | (24-34) | 65 | (60-110) | 3 | (0.5-4.5) |
| | Unilever | Popsicle | 13 | 38% | 69% | 31% | 64 | (56-76) | 62% | 70 | (45-140) | 10 | (0-17) | 0 | (0-90) | 0 | (0-1) |
| | Cereals | General Mills | Cheerios | 14 | 86% | 100% | 0% | 50 | (42-56) | 0% | 140 | (110-230) | 11 | (8-15) | 155 | (120-230) | 0 |
| Lucky Charms | | | 1 | 100% | 100% | 0% | 44 | | 0% | 140 | | 12 | | 160 | | 0 | |
| Toast Crunch | | | 2 | 100% | 100% | 0% | 45 | (40-50) | 0% | 160 | (150-170) | 12 | (12-12) | 175 | (170-180) | 0 | (0-0) |
| Kellogg | | Froot Loops | 1 | 0% | 100% | 0% | 44 | | 0% | 150 | | 16 | | 170 | | 0.5 | |
| | | Frosted Flakes | 4 | 25% | 100% | 0% | 42 | (38-46) | 0% | 145 | (130-160) | 13.5 | (12-15) | 200 | (190-230) | 0 | (0-1) |
| | | Rice Krispies | 4 | 25% | 100% | 0% | 40 | (34-42) | 0% | 155 | (150-160) | 15 | (11-15) | 145 | (125-160) | 0 | (0-1) |
| Post Foods | | Honey Bunches of Oats | 11 | 55% | 100% | 0% | 56 | (54-68) | 38% | 220 | (120-300) | 10 | (7-16) | 140 | (5-180) | 0 | (0-1) |
| | | Pebbles | 1 | 0% | 100% | 0% | 32 | | 0% | 160 | | 18 | | 240 | | 0 | |

Nutrition data for non-listed products from CFBAI brands in 2020 continued

| Category | Company | Brand | # of products | % meet CFBAI nutrition criteria | % products with | | NPI score | | | Total calories (kcal) | | Added sugar (g) | | Sodium (mg) | | Sat fat (g) | |
|---------------------------------|---------------|--------------------------|---------------|---------------------------------|-----------------|------|-----------|---------|-----------|-----------------------|-----------|-----------------|---------|-------------|-----------|-------------|-----------|
| | | | | | Added sugar | NNS | Median | (Range) | % healthy | Median | (Range) | Median | (Range) | Median | (Range) | Median | (Range) |
| Food categories (cont'd) | | | | | | | | | | | | | | | | | |
| Savory snacks | Campbell Soup | Pepperidge Farm Goldfish | 10 | 90% | 70% | 0% | 39 | (36-44) | 0% | 140 | (130-140) | 0 | (0-2) | 235 | (220-280) | 0.75 | (0-1) |
| Nut butters | Conagra | Peter Pan | 8 | 38% | 75% | 0% | 37 | (32-46) | 0% | 210 | (200-210) | 1 | (0-7) | 110 | (100-130) | 3 | (2-4) |
| Cheese products | Kraft Heinz | Kraft/Polly O | 5 | 100% | 0% | 0% | 30 | (26-36) | 0% | 70 | (50-80) | 0 | (0-0) | 180 | (160-200) | 2.5 | (1.5-3) |
| | | Kraft Singles | 2 | 0% | 0% | 0% | 26 | (22-30) | 0% | 52.5 | (45-60) | 0 | (0-0) | 290 | (270-310) | 2 | (1.5-2.5) |
| Drink categories | | | | | | | | | | | | | | | | | |
| Other beverages* | Kraft Heinz | Capri Sun | 28 | NA | 100% | 36% | | | | 50 | (30-60) | 10.5 | (7-11) | 15 | (15-85) | 0 | (0-0) |
| | | Kool-Aid | 36 | NA | 100% | 61% | | | | 37.5 | (20-150) | 9.5 | (5-38) | 15 | (0-35) | 0 | (0-0) |
| Exempt beverages - unsweetened | Kraft Heinz | Kool-Aid | 21 | 100% | 0% | 0% | | | | 0 | (0-0) | 0 | (0-0) | 10 | (0-30) | 0 | (0-0) |
| Milks | Conagra | Horizon Milk | 19 | 32% | 16% | 0% | | | | 150 | (90-190) | 0 | (0-11) | 135 | (110-180) | 3 | (0-6) |
| Exempt beverages - sweetened | Kraft Heinz | Kool-Aid | 10 | 100% | 0% | 100% | | | | 0 | (0-5) | 9.5 | (5-38) | 0 | (0-20) | 0 | (0-0) |
| Juices | Kraft Heinz | Capri Sun | 7 | 100% | 0% | 0% | | | | 50 | (45-60) | 10.5 | (7-11) | 20 | (20-35) | 0 | (0-0) |

*Other beverages includes drinks in categories that cannot be advertised to children (e.g., full-calorie fruit drinks, sports drinks)

Source: Nutrition data posted on brand and company websites between October 2020 and January 2021

Additional children's brands* from CFBAI companies in 2020

| CFBAI company (# brands) | CFBAI category | Brands |
|---|----------------------------------|---|
| Companies that commit to advertise only foods that meet CFBAI's Uniform Nutrition Criteria in child-directed advertising | | |
| Campbell Soup (n=4) | Savory snacks | Pop Secret |
| | Soups and meal sauces | Campbell Soups Kid's Soups |
| | Fruits and vegetables | Plum Organics |
| | Mixed dishes | SpagettiOs |
| Conagra (n=8) | Savory snacks | Act II, Andy Capps, Slim Jim |
| | Sweet snacks | Crunch n' Munch, Snack Pack |
| | Fruits and vegetables | Vlasic |
| | Meat, fish, and poultry products | Penrose |
| | NA - Other** | Swiss Miss |
| Danone (n=2) | Yogurt products | YoCrunch |
| | Milks | SoDelicious |
| General Mills (n=15) | Yogurt products | Yoplait Starburst, Yoplait Gushers, Yoplait Smoothies |
| | Cereals | Kix Cereal, Wheaties, Dunkaroo, JoJo Siwa, Pokemon, Sesame Street, Annie's |
| | Savory snacks | Annie's |
| | Sweet snacks | Larabar Kids, Annie's |
| | Mixed dishes | Annie's |
| Kellogg (n=10) | Cereals | Krave, Honey Smacks, Raisin Bran, Baby Shark, Little Debbie, Smorz, Together with Pride |
| | Savory snacks | Pringles |
| | Sweet snacks | NutriGrain - Kids, Kellogg's Fruit Snacks |
| Kraft Heinz (n=6) | Savory snacks | Planters |
| | Sweet snacks | Jell-O Play, Jello-O Pudding |
| | Mixed dishes | Back to Nature, Bagel Bites |
| | NA - Other** | Heinz Tomato Ketchup w/ a blend of veggies |
| Nestle (n=2) | Milks | Nesquik |
| | NA - Other** | Milo |
| PepsiCo (n=10) | Cereals | Captain Crunch |
| | Savory snacks | Doritos, Cheetos, Simply Cheetos, Chesters, Maui Style, Cracker Jack |
| | Waffles and pancakes | Aunt Jemima-mix |
| | NA - Sugary drinks** | Brisk, Mug Root Beer |
| | NA - Other** | Aunt Jemima-syrup |

*These brands offered child-directed products but were not included on CFBAI Products Lists in 2017 or 2020. Therefore, products from these brands could not be shown in advertising directed to children, but they featured child-directed techniques and messages on product packages and/or brand websites.

**Products that do not correspond to any of the CFBAI product categories

Additional children's brands* from CFBAI companies in 2020 continued

| CFBAI company (# brands) | CFBAI category | Brands |
|--|-----------------------|--|
| Companies that commit to advertise only foods that meet CFBAI's Uniform Nutrition Criteria in child-directed advertising (cont'd) | | |
| Post Foods (n=5) | Cereals | Post Dream Cereals, Coco Wheats, Golden Crisp, Barbara's (Puffins, Snackimals, Spoonfuls) Cereal, Mom's Best Cereals |
| Unilever (n=1) | Sweet snacks | Good Humor |
| Companies that commit not to engage in child-directed advertising for any products | | |
| American Licorice (n=1) | NA - Confectionary** | Sour Punch |
| Coca-Cola (n=9) | Juices | Honest Kids, Minute Maid - For Kids |
| | Milks | Fair Life |
| | NA - Sugary drinks** | Hi C, Tummy Yummies, Minute Maid - For Kids, Fanta, Coca Cola, Sprite, Peace Tea |
| Ferrero (n=5) | Sweet snacks | Keebler Cookies, Funables |
| | NA - Confectionary** | Kinder, Butterfinger, BabyRuth |
| Hershey (n=1) | NA - Confectionary** | Twizzlers |
| Keurig Dr Pepper (n=4) | Juices | Mott's Sensibles |
| | Fruits and vegetables | Mott's Apple Sauce |
| | NA - Sugary drinks** | Crush Soda, Hawaiian Punch |
| Mars (n=6) | NA - Confectionary** | Three Musketeers, M&M's, Milky Way, Skittles, Starburst, Twix |
| Mondelez (n=5) | Sweet snacks | Oreo, Teddy, Mini Nilla (Pokemon), Minions |
| | NA - Confectionary** | Sour Patch Kids |

*These brands offered child-directed products but were not included on CFBAI Products Lists in 2017 or 2020. Therefore, products from these brands could not be shown in advertising directed to children, but they featured child-directed techniques and messages on product packages and/or brand websites.

**Products that do not correspond to any of the CFBAI product categories

Source: Information posted on brand and company websites between October 2020 and January 2021, complemented with grocery store visits between May and July of 2021

Nutrition data for additional children's brands in 2020

| Category | Company | Brand | # of products | % meet CFBAI nutrition criteria | % products with | | NPI score | | | Total calories (kcal) | | Added sugar (g) | | Sodium (mg) | | Sat fat (g) | |
|---------------------|-----------------------|-------------------------|---------------|---------------------------------|-----------------|-----------|-----------|----------------|------------|-----------------------|------------------|-----------------|---------------|-------------|----------------|-------------|----------------|
| | | | | | Added sugar | NNS | Median | (Range) | % healthy | Median | (Range) | Median | (Range) | Median | (Range) | Median | (Range) |
| Sweet snacks | Total combined | | 202 | 15% | 97% | 3% | 34 | (12-70) | 3% | 140 | (5-220) | 12 | (0-40) | 95 | (5-460) | 1.5 | (0-7) |
| | Conagra | Crunch n' Munch | 5 | 0% | 100% | 0% | 30 | (22-38) | 0% | 150 | (130-160) | 13 | (13-15) | 100 | (80-160) | 1 | (0.5-1) |
| | | Snack Pack | 43 | 7% | 88% | 12% | 60 | (56-70) | 12% | 100 | (5-180) | 14 | (0-35) | 115 | (35-230) | 1.5 | (0-2.5) |
| | Ferrero | Funables* | 4 | 0% | 100% | 0% | 43 | (42-44) | 0% | 70 | (60-70) | 11 | (11-11) | 17.5 | (10-25) | 0 | (0-0) |
| | | Keebler | 34 | 0% | 100% | 0% | 21 | (16-28) | 0% | 160 | (130-190) | 10.5 | (6-16) | 85 | (25-125) | 3.5 | (2-7) |
| | General Mills | Annie's | 44 | 43% | 100% | 0% | 38 | (22-62) | 0% | 120 | (70-220) | 9 | (6-16) | 77.5 | (5-150) | 0.5 | (0-4.5) |
| | | Larabar Kids | 3 | 0% | 100% | 0% | 28 | (28-32) | 0% | 120 | (120-120) | 10 | 10 | 55 | (35-55) | 4 | (3.5-4.5) |
| | Kellogg | Kellogg's Fruit Snacks* | 1 | 0% | 100% | 0% | 44 | | 0% | 70 | | 11 | | 5 | | 0 | |
| | | NutriGrain - Kids | 1 | 0% | 100% | 0% | 50 | | 0% | 140 | | 12 | | 110 | | 0.5 | |
| | Kraft Heinz | Jell-O Play | 22 | 9% | 100% | 0% | 30 | (22-46) | 0% | 155 | (70-170) | 34 | (6-40) | 225 | (25-460) | 0 | (0-0) |
| | | Jell-O Pudding | 3 | 33% | 67% | 33% | 60 | (58-70) | 33% | 110 | (60-60) | 15 | (0-17) | 190 | (180-190) | 1.5 | (1.5-1.5) |
| | Mondelez | Mini Nilla* | 1 | 0% | 100% | 0% | 32 | | 0% | 130 | | 10 | | 110 | | 1 | |
| | | Minions* | 1 | 100% | 100% | 0% | 44 | | 0% | 130 | | 7 | | 90 | | 0 | |
| | | Oreo | 34 | 0% | 100% | 0% | 22 | (12-28) | 0% | 140 | (100-180) | 13 | (10-17) | 90 | (55-135) | 2 | (1.5-5) |
| | | Teddy | 4 | 100% | 100% | 0% | 50 | (44-52) | 0% | 130 | (130-130) | 7 | (7-8) | 92.5 | (85-95) | 0.5 | (0.5-1) |
| | Unilever | Good Humor | 2 | 0% | 100% | 0% | 54 | (54-54) | 0% | 150 | (150-150) | 9.5 | (9-10) | 92.5 | (85-100) | 2.5 | 2.5 |
| Cereals | Total combined | | 68 | 54% | 94% | 0% | 50 | (24-82) | 18% | 150 | (110-260) | 12 | (0-21) | 165 | (0-360) | 0 | (0-4.5) |
| | General Mills | Annie's | 5 | 100% | 100% | 0% | 54 | (44-56) | 0% | 150 | (140-160) | 11 | (10-12) | 120 | (70-170) | 0 | (0-0) |
| | | Dunkaroo* | 1 | 0% | 100% | 0% | 44 | | 0% | 150 | | 14 | | 160 | | 0 | |
| | | JoJo Siwa* | 1 | 100% | 100% | 0% | 44 | | 0% | 150 | | 12 | | 200 | | 0 | |
| | | Kix Cereal | 3 | 100% | 100% | 0% | 54 | (52-56) | 0% | 120 | (120-120) | 6 | (3-7) | 190 | (160-190) | 0 | (0-0) |
| | | Pokemon* | 1 | 100% | 100% | 0% | 44 | | 0% | 150 | | 12 | | 200 | | 0 | |
| | | Sesame Street* | 1 | 100% | 100% | 0% | 52 | | 0% | 140 | | 8 | | 210 | | 0 | |
| | | Wheaties | 1 | 100% | 100% | 0% | 52 | | 0% | 130 | | 5 | | 240 | | 0 | |
| | PepsiCo | Captain Crunch | 6 | 0% | 100% | 0% | 27 | (24-34) | 0% | 150 | (150-170) | 17 | (13-17) | 275 | (170-300) | 0.5 | (0.5-1) |
| | Post Foods | Barbara's | 12 | 100% | 100% | 0% | 57 | (34-70) | 42% | 140 | (130-160) | 7 | (0-9) | 150 | (100-290) | 0 | (0-1.5) |
| | | Coco Wheats | 1 | 100% | 0% | 0% | 78 | | 100% | 110 | | 0 | | 0 | | 0 | |
| | | Golden Crisp | 1 | 0% | 100% | 0% | 38 | | 0% | 150 | | 21 | | 85 | | 0 | |
| | | Mom's Best Cereals | 19 | 42% | 84% | 0% | 52 | (30-82) | 32% | 170 | (140-260) | 12 | (0-18) | 120 | (0-360) | 0 | (0-4.5) |
| | | Post Dream Cereals | 4 | 0% | 100% | 0% | 35 | (34-38) | 0% | 155 | (120-160) | 15.5 | (13-19) | 175 | (150-270) | 0 | (0-0) |

*Brands were identified in the supermarket but were not included on company websites

Nutrition data for additional children's brands in 2020 continued

| Category | Company | Brand | # of products | % meet CFBAI nutrition criteria | % products with | | NPI score | | | Total calories (kcal) | | Added sugar (g) | | Sodium (mg) | | Sat fat (g) | |
|------------------------|-----------------------|---------------------|---------------|---------------------------------|-----------------|-----------|-----------|----------------|------------|-----------------------|------------------|-----------------|----------------|-------------|-----------------|-------------|----------------|
| | | | | | Added sugar | NNS | Median | (Range) | % healthy | Median | (Range) | Median | (Range) | Median | (Range) | Median | (Range) |
| Cereals (cont'd) | Kellogg | Baby Shark | 1 | 0% | 100% | 0% | 46 | | 0% | 150 | | 15 | | 190 | | 0 | |
| | | Honey Smacks | 1 | 0% | 100% | 0% | 50 | | 0% | 130 | | 18 | | 45 | | 0 | |
| | | Krave | 1 | 0% | 100% | 0% | 44 | | 0% | 170 | | 14 | | 140 | | 1 | |
| | | Little Debbie | 1 | 0% | 100% | 0% | 38 | | 0% | 170 | | 17 | | 125 | | 0.5 | |
| | | Raisin Bran | 6 | 50% | 100% | 0% | 53 | (50-54) | 0% | 190 | (190-200) | 12 | (9-13) | 185 | (160-210) | 0 | (0-1.5) |
| | | Smorz | 1 | 0% | 100% | 0% | 30 | | 0% | 170 | | 17 | | 190 | | 0.5 | |
| | | Together with Pride | 1 | 100% | 100% | 0% | 50 | | 0% | 130 | | 12 | | 200 | | 0 | |
| Yogurt products | Total combined | | 21 | 48% | 100% | 0% | 66 | (62-70) | 81% | 160 | (120-190) | 18 | (11-23) | 95 | (80-115) | 1.5 | (1-2.5) |
| | General Mills | Yoplait Gushers | 3 | 0% | 100% | 0% | 66 | (64-66) | 100% | 160 | (160-160) | 20 | (20-20) | 95 | (95-95) | 1 | (1-1) |
| | | Yoplait Smoothies | 4 | 100% | 100% | 0% | 69 | (68-70) | 100% | 150 | (150-160) | 16 | (14-18) | 100 | (85-115) | 2 | (2-2) |
| | | Yoplait Starburst | 4 | 100% | 100% | 0% | 68 | (68-68) | 100% | 160 | (160-160) | 16 | (16-16) | 90 | (90-95) | 1 | (1-1) |
| | Danone | YoCrunch | 10 | 20% | 100% | 0% | 64 | (62-68) | 60% | 180 | (120-190) | 20 | (11-23) | 97.5 | (80-115) | 1.75 | (1-2.5) |

Source: Nutrition data posted on brand and company websites between October 2020 and January 2021 complemented with nutrition information from product packages obtained in grocery stores between May and July of 2021