

# Responsible Marketing for the Health of Future Generations



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Christine Lowry was appointed Vice President of Nutrition and Corporate Affairs Kellogg, Kellogg Canada Inc in January 2007. Prior to this she was Kellogg Company's vice president, of Global Nutrition Marketing. She continues to chair the company's Global Nutrition Leadership Team.

Ms. Lowry is an active member of FCPC on issues relating to food and nutrition policy and was a member for two years on the Grocery Manufacturers of America's Food Health and Strategy Group. She is the past chair of Concerned Children's Advertisers.

## INTRODUCTION

The growing prevalence of childhood overweight and obesity has become a major public health problem in countries all over the globe. In Canada, rates of overweight and obesity among children have more than doubled over the past decades, with recent estimates indicating that about 30% of children are overweight or obese.<sup>1</sup>

Childhood obesity has many well-known psychological and physical health consequences, one of which is an increased risk of being overweight or obese as an adult. Overweight and obese Canadians are at greater risk of developing chronic diseases like heart disease, stroke, cancer, and diabetes that can lead to premature death.<sup>2</sup>

Obesity is a complex and multi-dimensional issue and prevention requires collaborative action from a wide range of stakeholders, including health professionals, health, nutrition and fitness organizations, the food, telecommunications and advertising industry, and all levels of government.

### A Company's Global Commitment To Health And Nutrition

On June 14, 2007 Kellogg's announced two major initiatives that further strengthen its' commitment to health and nutrition through a new front-of pack nutrition labelling program and adjusting what and how the company markets to children.

These initiatives build on Kellogg's long-standing commitment to helping consumers successfully manage both sides of the energy balance equation through product options, packaging, community efforts, sponsorships and nutrition education initiatives such as the *Mission Nutrition*<sup>\*</sup> program.

### HOW KELLOGG'S IS CHANGING THE WAY IT MARKETS TO CHILDREN?

Kellogg will change what and how it markets to children under 12 using its newly developed, science-based Kellogg Global Nutrient Criteria (Nutrient Criteria).

The Nutrient Criteria will be applied to all products currently marketed to children around the world. Any products that do not meet the Nutrient Criteria will either be reformulated or they will no longer be marketed to children under the age of 12 by the end of 2008.

### THE SCIENCE-BASED NUTRIENT CRITERIA

To develop the Nutrient Criteria, Kellogg's worked with outside experts to conduct a thorough evaluation of nutrition science globally. The Nutrient Criteria are based on a broad review of

scientific reports, including recommendations from the Institute of Medicine and Food and Agricultural Organization/World Health Organization. Based on dietary guidelines, they use the same standard of a 2,000 calorie daily diet used by Health Canada for setting the Daily Values found in the Nutrition Facts table.

Per Serving*:	
Calories	200
Saturated Fat	2 grams
Trans Fat	0 grams
Sodium	230 milligrams
Sugar	12 grams

\* Based on 10 % of the daily amount of a 2000-calorie diet as referenced in Joint Health Canada – Institute of Medicine (IOM) Reports.

Importantly, the Kellogg Global Nutrient Criteria is not a dietary recommendation but rather is an objective, science-based internal decision making tool for deciding what and how Kellogg food products are marketed to children.

### Daily Calories from Added Sugars

Unlike many nutrients, there is no Daily Value or global standard for total sugar. Therefore, Kellogg's looked to existing global science to guide the development of the Nutrient Criteria for sugar.

In 2005, the IOM recommended that less than 25 percent of consumers' daily calories come from "added sugars" to help minimize the consumption of foods with "empty calories". Based on a 2000 calorie a day diet, and that sugar provides 4 calories per gram, this equates to about 125 grams of "added sugars" per day.

The Nutrient Criteria is based on 10 percent of 125 g "added sugars" per day rounded down to 12 g per serving. Ten percent of a nutrient constitutes a "good source" in the Canadian Food & Drug Regulations for nutrient additions to foods, and also the percent level for a nutrient commonly used as a threshold for health claims. Following the approach outlined in the IOM's Nutrition Standards for Foods in Schools report, naturally occurring sugars from fruits and dairy are excluded from the assessment as fruits and dairy make significant positive contributions to the diet, especially for children.

Although science has not proven that a high sugar diet is directly attributed to any health problems, with the exception of dental caries, sugar is an ingredient that some Canadians are concerned about and seek information on.

## Kellogg Worldwide Marketing Guidelines

In addition to making changes to what is marketed to children, Kellogg's is also enhancing existing internal Worldwide Marketing Guidelines, which have been in effect since 2004, to include the following principles:

Existing Guidelines:	Enhancements:
<ul style="list-style-type: none"> <li>No advertising to children under the age of 6</li> <li>No advertising to children in elementary and preschool settings</li> <li>Demonstration of sound nutritional practices</li> <li>Promote appropriate levels of consumption</li> <li>Encourage and demonstrate physical activity</li> </ul>	<ul style="list-style-type: none"> <li>Expansion of marketing guidelines to beyond the medium of television. Only products that meet the Nutrient Criteria will be advertised on television, print, radio, promotions, and Internet media directed to children age 6-11</li> <li>All children-directed Kellogg Web sites will include an age tracking mechanism, session time limits (automatic break feature after 15 minutes of screen time), limits on interactive games/activities based on the Nutrient Criteria and will incorporate healthy lifestyle messaging</li> <li>Use of third party licensed characters and property only in brands that meet the Nutrient Criteria</li> <li>No product placement designed to appeal to children under the age of 12</li> </ul>



### THE BOTTOM LINE

Almost 50 percent of Kellogg products worldwide do not meet the Criteria and will either be reformulated to meet the Criteria or they will no longer be marketed to children.

The Nutrient Criteria will guide future innovation and product development at Kellogg's. Building on a commitment to health and well-being, responsible marketing and consumer relevance and understanding, the company will work toward providing consumers even more product choices with enhanced nutritional value.

## Supporting Healthy Weights for Healthy Kids

The two major global initiatives announced by Kellogg Company in June 2007 are consistent with Canada's House of Commons Report of the Standing Committee on Health: "Healthy Weights for Healthy Kids". The development of these initiatives was well underway at the time the Report was released and solidifies Kellogg's leadership in nutrition. The Report, makes the following recommendations consistent with Kellogg's new initiatives:<sup>3</sup>

- Implementation of a mandatory, standardized simple, front of package labelling requirement on pre-packaged foods for easy identification of nutritional value.
- Limit trans fat content in food as recommended by the Trans Fat Task Force, while not increasing saturated fat content.
- Assessment of the effectiveness of the self-regulation of advertising in Canada, as well as the effectiveness of prohibition of advertising to children in the province of Quebec, in Sweden and other jurisdictions. Also included is a recommendation to explore methods of regulating advertising to children on the Internet

## Front-of-package Labelling Initiative



Marjorie Freedman, PhD

Marjorie Freedman is an Assistant Professor in the Nutrition and Food Science Department at San Jose State University. Dr. Freedman is also the Chair of the Children's Health and Fitness Coalition of Santa Clara County and is on the Steering Committee of Healthy Silicon Valley. Prior to this, she was the Vice President of Education of the Institute for Natural Resources, a non-profit scientific organization dedicated to research and education in the fields of science and medicine.

Dr. Freedman successfully worked to pass a resolution to allow only healthy foods in the San Jose Public Library vending machines and 50% healthy foods in all vending machines in the City of San Jose. She received a M.S. and Ph.D. in Nutritional Science from UC Davis and has conducted research in the areas of popular diets and childhood obesity.

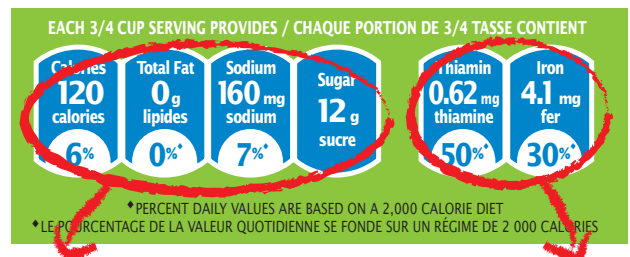
## INTRODUCTION

Overweight and obesity has been linked to a calorie dense, nutrient-poor dietary pattern in combination with decreased physical activity.<sup>4</sup> Educating consumers about the nutritional value of foods by providing nutrition labelling, in conjunction with interest, motivation and self-efficacy in adopting healthful eating habits, may lead to informed food purchasing decisions, a more healthful diet and decreased disease risk.<sup>5,6</sup>

This review provides an update on nutrition labels, specifically introducing the front-of-package labelling scheme known as Know Your Nutrients in the US or "Get The Facts" in Canada, so that health professionals can better understand and use this information when providing nutrition education and counseling to their clients. In the US and other countries, this scheme is based on Guideline Daily Amounts (GDAs), where in Canada it is based on Percent Daily Values (%DV).

Get the Facts is an easy-to-use guide that highlights key nutrients that are in one serving of Kellogg's cereal. It shows both the amount of each nutrient as well as the %DV for all nutrients listed except sugar as Health Canada has not established a Daily Value (DV) for sugar. Get The Facts does not identify a product as being "better for you" it simply takes the same information that is found on the Nutrition Facts table and places it on the front-of-pack.

## GET THE FACTS HIGHLIGHTS KEY NUTRIENTS



Four key nutrients will be displayed on every cereal package: **calories, total fat, sodium** and **sugar**. Canada's Food Guide recommends that Canadians choose foods that are lower in fat, sodium and sugar.

Each cereal will highlight two of three additional nutrients: **fibre, iron** or **thiamin**. These are nutrients that you can benefit from by eating cereal.

## Consumer Use of Nutrition Labels

Over 70 countries have regulations requiring nutrition labelling.<sup>7</sup> In Canada, nutrition labelling of prepackaged foods is mandatory for large manufacturers and will become mandatory for small manufacturers on December 12, 2007. Labelling includes the Nutrition Facts table, similar to the Nutrition Facts Panel (NFP) required on packaged foods in the United States since 1994.



Although it has not been possible to establish cause-and-effect relationships between use of the NFP and health, research indicates many consumers use the NFP to compare products and determine a product's fat, calorie, salt and sugar content<sup>7,8,9</sup>; in some cases, use of labels can result in healthier diets.<sup>6,8,10</sup>

Despite positive findings and the fact that nutrition labels are designed to help consumers make healthier choices, recent reviews on consumer understanding of nutrition labelling conclude labels may cause confusion if not presented in formats easily understood by consumers who have problems with technical terms and numerical information that requires calculations.<sup>5,8,11-15</sup> Yankelovich's "Food for Life" study reported 54% of respondents always or frequently read nutrition labels on packaged foods, but only 63% said they understand this information very well or fairly well. Overall, 74% said food companies should improve food labels making them easier to understand.<sup>16</sup>

## Front-of-Package Labelling

Over the past 15 years, there has been a move toward "front-of-pack" (FOP) labelling. In 2006, Dietitians of Canada identified 20 FOP nutrition schemes on food packaging around the world.<sup>17</sup> In 2007, the European Heart Network conducted an extensive review of FOP labels and concluded FOP labels enable consumers to "quickly and easily access the 'healthiness' of individual products in the context of the overall diet and compare nutrient levels in different products".<sup>14</sup> Overall, FOP labels "encourage consumers to eat healthier," and allow for in-store comparisons between different food products.<sup>11</sup> FOP labels do not require detailed nutritional knowledge to be understood, and they reduce time and effort needed to process information compared to more detailed labels.<sup>18</sup> FOP labels are not intended to replace the Nutrition Facts label, but rather, to provide a means by which consumers receive immediate information regarding the food's healthfulness.

## Percent Daily Value (% DV) and Guideline Daily Amounts (GDAs)

What labelling format is most effective for consumers? A recent review of consumers' use of nutrition labels reported the format that consistently produced the most positive dietary benefits was

percentage declaration of various nutrient amounts based on their daily values (%DV).<sup>8</sup> Adding this benchmark helps consumers compare different products to quickly identify strengths and weaknesses of particular foods, and importantly, to put individual food items into the context of their overall diet.<sup>6,8</sup>

Bussell (2005) indicates the Global Daily Amounts (GDA) approach enables consumers to quickly "see what their average dietary requirements are, use this information to help plan their meal and see how this food fits into a balanced diet." GDAs take into account portion size, allowing people to see exactly how much of their daily intake a portion of a particular food will provide as well as how many calories, fat, salt, etc. they are consuming."<sup>19</sup> In Canada, Guideline Daily Amounts are equivalent to %DV.

The Food Standards Agency reports consumers use GDAs to help choose between similar products.<sup>20</sup> In general, GDAs were reported as better for choosing foods within categories, helpful in that they don't classify foods as good or bad, and they are not based on 100g which is confusing for consumers (and discriminates against foods eaten in small quantities while biased towards those eaten in large amounts). Overall, reference to daily needs has been reported to help consumers put things into perspective.<sup>21</sup>

## THE BOTTOM LINE

*Current research indicates label use affects purchasing behavior.<sup>8</sup> Despite efforts on the part of food companies and governments to provide/mandate clear label information, some consumers are confused by food labels, and may fail to use the label to get needed information regarding healthfulness of a food product, or be able to integrate the product into an overall, healthful diet.<sup>22</sup> Yet, consumers want concise, clear and understandable labels containing nutrition information, with references allowing them to link the information on the label to their diet. In order for a food label to be used and understood, its design should be simple, attractive and well structured, and have consistency across product lines. This presents challenges in a global economy, where products and people vary from location to location—and yet, in that same vein, presents the opportunity to have consistent messaging in different markets throughout the world.*

*FOP labelling has the potential to benefit consumers, however, it urges food and nutrition professionals to help consumers understand such labels, inform them of the more detailed facts available on back of packages and help them put this information into context of an overall healthful diet.<sup>22</sup> According to the WHO, "The effectiveness of nutrition labelling in improving national dietary patterns relies largely on a motivated and educated public to make healthful choices"*

*Despite the need for future research to fully understand the determinants of nutritional label use, the effect of such use on purchase and consumption behavior and the resulting health and nutritional outcomes of such behavior, providing FOP nutritional labelling appears to be a step in the right direction.*

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# Helping Kids Make Healthy Choices: Strengthening the Framework for Regulating Children's Advertising



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President and CEO, Advertising Standards Canada

Linda J. Nagel joined Advertising Standards Canada (ASC) in 1994, as President and Chief Executive Officer. ASC is the national advertising industry self-regulatory body.

Nagel holds a Bachelor of Science Degree from Boston University and a Master of Science in Administration with a specialization in health care planning, from Case Western Reserve University. She joined ASC in 1994, following extensive organization management, government relations, and regulatory affairs experience in both the US and in Canada.

## INTRODUCTION

The advertising industry is committed to helping children learn to make wise nutrition and healthy living choices. As Canada's advertising industry self-regulatory body, Advertising Standards Canada (ASC) is dedicated to ensuring we fulfill this commitment.

Canada is the only jurisdiction in the world in which children's food and beverage commercials are subject to two separate review and approval mechanisms. The first is a technical review to ensure compliance with Canada's food regulations. The second is a review by ASC's Children's Clearance Committee to ensure compliance with the Canadian Association of Broadcasters' (CAB) Broadcast Code for Advertising to Children. Approval by this committee, which includes both industry and parent representatives is a condition of broadcast license by the Canadian Radio-television and Telecommunications Commission.

## Three new measures help make our strong system even stronger

### 1. *Canadian Children's Food and Beverage Initiative (2008 launch)*

Fifteen leading food and beverage companies have committed to devote at least 50 per cent of their ads directed to children under 12 towards the promotion of healthy dietary choices and/or healthy active living messages. To ensure that this program is both transparent and accountable, ASC will publicize the commitments made by the participating companies on our website in January 2008, annually audit their compliance with their commitments, and publicly report on the results.

### 2. *New Interpretation Guidelines for Key Self-Regulatory Codes*

ASC has strengthened two key Canadian self-regulatory codes with the addition of new principles in the form of Interpretation Guidelines. Effective as of September, 2007, both the CAB's Broadcast Code for Advertising to Children and the Canadian Code of Advertising Standards, which applies to advertising in all media, include Interpretation Guidelines that encompass healthy child development and appropriate food and beverage consumption.

These will help ensure that advertising to children in all media – from television to print to the Internet - encourages responsible product use, and that the amount of food shown being consumed does not exceed an appropriate single serving size.

### 3. *Expansion of ASC Clearance Services*

While ASC's Children's Clearance Committee has been reviewing children's broadcast advertising for many years, children are now exposed to advertising messages in many other media, such as the Internet and print. Given this, ASC expanded its advertising clearance services in September, 2007, and now offers review services for children's advertising destined for non-broadcast media.

Ensuring the health and welfare of Canada's children is our highest priority. ASC looks forward to working with all of our partners as we implement these important new measures.



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You can find this and past articles on the health professional section of [www.kelloggnutrition.ca](http://www.kelloggnutrition.ca)

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