



CANADIAN CHILDREN'S FOOD AND BEVERAGE ADVERTISING INITIATIVE

Uniform Nutrition Criteria White Paper

September 2014

CANADIAN CHILDREN'S FOOD AND BEVERAGE ADVERTISING INITIATIVE PARTICIPANTS



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Advertising Standards Canada (ASC), the independent advertising self-regulatory body, is responsible for CAI program administration, including:

- developing and approving CAI Participants' Commitments;
- publication of Participants' Commitments on a dedicated section of ASC's website;
- conducting an annual audit of Participants' compliance with their Commitments and reporting publicly on the results of the audits.

Information about the CAI is available at: adstandards/childrensinitiative



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EXECUTIVE SUMMARY

Introduction: Uniform Nutrition Criteria – An Important Evolution

The Canadian Children's Food and Beverage Advertising Initiative (Children's Advertising Initiative or CAI) has adopted new common, uniform nutrition criteria – an important evolution of the program. When they come into effect December 31, 2015, these criteria will significantly enhance the CAI's consistency, transparency and impact, bringing it into line with developments in other voluntary global initiatives. The new uniform criteria will impose substantial challenges on Participants, requiring reformulation of close to 35% of the products they currently advertise to children if they wish to continue advertising them. These anticipated reformulations will come on the heels of six years of prior product renovations driven by the requirements of the CAI.

Context: Building on the CAI's Progress

The Children's Advertising Initiative is a voluntary initiative by leading Canadian food and beverage companies (Participants). In April 2007, Participants announced their collaborative commitment to use their creativity and marketing activities to promote and support healthier dietary choices and healthy lifestyles to children under 12 years of age.

Through the CAI, Participants have shifted and are continuing to shift their advertising and marketing emphasis to foods and beverages that are consistent with the principles of sound nutrition guidance, including those that are lower in total calories, fats, sodium and added sugars, and higher in the nutrients that are significant to public health.

Under the CAI, Participants have committed to five Core Principles.¹ Nine Participants have committed not to advertise to children under 12 years of age; the balance have committed to include only better-for-you products² in child-directed advertising.³

The CAI is a living program that is constantly evolving. Since its inception, Participants have demonstrated their ongoing commitment to supporting healthier dietary choices and healthy lifestyles for children under 12 by expanding the five Core Principles. These changes include expanding the scope of the program in 2010 to include non-traditional media, and strengthening the definition of "child-directed advertising" to cover programming with a consistent and more stringent audience composition range comprising 25-35% or more of children under 12.

To date, science-based, company-specific nutrition criteria have worked to drive a significant shift in the foods and beverages advertised to children under 12 years of age. The *Advertising Messaging and Content* Core Principle required that each Participant's nutrition criteria be based on respected national and international scientific reports and guidelines, including those published by Health Canada and the U.S. Institute of Medicine (IOM).⁴ The current company-specific nutrition criteria for those Participants engaged in child-directed advertising are summarized in Appendix 1.

However, the Participants recognized the inherent advantages of developing and adopting one set of nutrition criteria that are consistent, clear and transparent. With this in mind, in 2012, Participants struck a Nutrition Review Committee of dietitians and nutritionists from Participant companies, assisted by an independent dietitian, to develop uniform nutrition criteria for all Participants to use in making decisions on what to advertise and market to children.

¹ Under the existing Children's Advertising Initiative, Participants have committed to:

- devote 100% of their television, radio, print and Internet advertising directed primarily to children under 12 years of age to promote products that represent healthy dietary choices, or not direct advertising primarily to children under 12,
- incorporate only products that represent healthy dietary choices or include healthy lifestyle messages in interactive games primarily directed to children under 12 years of age,
- reduce the use of third-party licensed characters in advertising directed primarily to children under 12 that does not meet the Children's Advertising Initiative criteria for healthy dietary products or healthy lifestyle messaging,
- not pay for or actively seek to place food and beverage products in program/editorial content of any medium primarily directed to children, and
- not advertise food or beverage products in elementary schools – pre-kindergarten through Grade 6

² The terms "better-for-you" and "healthy dietary choices" are used interchangeably

³ "Child-directed advertising" is used interchangeably with "advertising directed primarily to children under 12 years of age"

⁴ Examples include:

- *Eating Well with Canada's Food Guide (Canada's Food Guide)*, which provides population-based dietary guidance; and,
- The *Food and Drugs Act and Regulations* and the *Canadian Food Inspection Agency's Food Labelling for Industry (CFIA Industry Labelling Tool)*, which set out permissible claims for foods, including nutrient content and health claims.

ABOUT THE CAI'S NEW UNIFORM NUTRITION CRITERIA

The new criteria:

- set uniform nutrition criteria for eight distinct product categories;
- include calorie limits for products within all eight product categories;
- include criteria for “nutrients to limit”, i.e. saturated and trans fats, sodium and total sugars; and
- include criteria for “nutrients to encourage”, i.e. vitamins, minerals and fibre.

Today, close to 35% of the products currently advertised to children by Participants do not meet the new criteria. Still, Participants have set an ambitious implementation agenda. After December 31, 2015, any products that have not been reformulated to meet the new criteria will no longer be advertised to children under 12 years of age.

Participants are committed to enhancing the program and are confident that the uniform nutrition criteria will have a concrete, meaningful impact on the nutritional composition of the products they advertise to children.

KEY PRINCIPLES

Five key principles governed the development of the new uniform nutrition criteria:

1. Science-based

The uniform nutrition criteria will take into account dietary recommendations, public health considerations and generally accepted scientific evidence on the relationship between diet and nutrition and health as set by organizations such as Health Canada and the U.S. IOM.

2. Appropriate and Practical

The uniform nutrition criteria will be challenging, appropriate and practical for the Canadian context. At the same time, to the extent possible, the criteria should be compatible with the nutrition criteria of other voluntary programs internationally such as the U.S. Children's Food and Beverage Advertising Initiative (CFBAI) and the EU Pledge program. The CFBAI's criteria represented an evolution of the program and were responsive to recommendations from the U.S. Federal Trade Commission and the White House Task Force on Childhood Obesity. The EU Pledge program criteria were responsive to calls to action from the European Commission's 2010 Implementation Progress Report on the EU Strategy on Nutrition, Overweight and Obesity-related Health Conditions in Europe.

Scientific experts have always maintained that there is no single “gold standard” for nutrition criteria, and that effectiveness is dependent on the target audience and the objectives. This was recently confirmed at the 2013 WHO/FAO Session on Front of Pack Labelling held at the last meetings of the Codex Committee on Nutrition and Foods for Special Dietary Uses (CCNFSDU). Accordingly, CAI Participants also recognized the need to establish one set of uniform nutrition criteria suitable for advancing the objectives of the CAI.

3. Comprehensive

The uniform nutrition criteria will apply to all product categories in which Participants currently advertise to children under 12 years of age, as well as product categories in which Participants can foresee advertising to children in the future.

4. Progressive

To continue to foster product reformulation and innovation by Participants, the uniform nutrition criteria will present a challenge for some existing products that are currently being advertised to children under 12 years of age. The requirement to meet the criteria will thus be phased in to balance the objectives with adaptability.

5. Transparent

The uniform nutrition criteria will be transparent and clearly explained.

NUTRITION CRITERIA PARAMETERS

Product Categories

As reinforced at the WHO Front of Pack Labelling Workshop (held at the 2013 CCNFSDU meetings), there is no single “gold standard” for nutrition criteria. The nutrient criteria established in each case are dependent on the purpose of the nutrient criteria and the target audience. Varying approaches to establish how foods are categorized have been adopted throughout the world. Each approach has specific advantages and disadvantages and all have inherent limitations. The CAI has adopted an approach that incorporates eight overall product categories, with thresholds established for key nutrients.

The CAI’s category-based approach supports the premise behind the pledge: to support the role that different types of foods and beverages play in a healthy diet. It also distinguishes between food products within categories, thus further working to advance the core objective of the CAI, i.e. to limit the types of food and beverage products that are advertised to children to healthier options. Overall, this will incentivize competition in the development of better-for-you options through innovation and reformulation.

Eight overall product categories were developed largely to follow the food groups in *Canada’s Food Guide*, but broadened as necessary to recognize inherent nutritional differences in product categories and the role that they play in the overall diet. Subcategories were also established under some of the overall categories using a variety of other sources, including the *CFIA Industry Labelling Tool* and the U.S. IOM where relevant. Further details on the rationale for the product categories and subcategories are set out in the product-specific sections of this white paper.

The overall product categories are as follows:

1. Milk and Alternatives
2. Grain
3. Soups
4. Meat and Alternatives
5. Vegetables and Fruit
6. Occasional Snacks
7. Mixed Dishes
8. Meals On The Go

Exemptions and Exclusions

Plain white milk (2%, 1% and skim), pure vegetables and fruit, and beverages (including water enhancers) that meet the *Food and Drug Regulations* for “low calorie” and “low sodium” (diet soft drinks excluded) are exempt from the uniform nutrition criteria and are permitted to be advertised to children under 12 years of age.

No nutrition criteria were developed for certain categories, e.g. chocolate, confectionery and soft drinks. This reflects existing commitments by member companies active in these categories, and it confirms that none of the Participant companies will advertise these products to children under 12.

Units of Measurement

As the basis of the uniform nutrition criteria, with the exception of the Meals On The Go category, where the unit of measurement is the entire meal, all product categories use either specific measurement amounts* equivalent to or derived from the *CFIA Industry Labelling Tool* reference amounts, or the manufacturers’ labelled serving size (LSS) from the allowable LSS ranges in the *CFIA Industry Labelling Tool*. While the LSS may be somewhat variable, it is consistent with Canada’s regulated food labelling standards and transparent to the consumer via the Nutrition Facts panel.

However, it is important to note that any future changes to CFIA’s serving size guidance, or legislation by Health Canada, will require a review of the uniform nutrition criteria by CAI Participants.

* For categories in which the nutrition criteria state a specific measurement amount, the levels of both nutrients to limit and nutrients to encourage are scaled down proportionally when the LSS is smaller than the specified measurement amount.

NUTRITION CRITERIA SOURCES

In determining the rationale for the uniform nutrition criteria, the discussion was informed by the nutrition criteria available from a variety of sources. Examples of the sources used are listed below and a complete list is provided in Appendix 2.

1. *Canada's Food Guide* (dietary guidance)
2. *CFIA Industry Labelling Tool*
3. Health Canada's Sodium Working Group Document (sodium reduction guidance)
4. Provincial School Nutrition criteria, including the Ontario School Food and Beverage Policy
5. The Heart & Stroke Foundation's *HealthCheck™* Program⁵
6. Institute of Medicine School Foods Report *Nutrition Standards for Foods in Schools*
7. EU Pledge Nutrition Criteria
8. U.S. CFBAI criteria
9. Whole Grains Council

The sources consulted had nutrition commonalities and differences, and each source was relevant and specific to its purpose. As such, no one source was a complete road map for the uniform nutrition criteria, which were developed specifically for the CAI. Upon any material changes in dietary guidance, policy and/or product innovation that are relevant to the CAI, the criteria will be reviewed to contemplate whether any corresponding changes to them would be appropriate.

NUTRITION CRITERIA COMPONENTS

Recognizing the important role of overall dietary patterns in health, the approach to developing the uniform nutrition criteria involved food components to both limit and encourage. This approach allowed for a restriction on food components of public health concern, as well as a focus on the positive attributes of foods.

Nutrition Criteria Components to Limit

The components required to limit are calories, saturated and trans fats, sodium and total sugars. Dietary recommendations in *Canada's Food Guide* include limiting foods and beverages high in calories, fat, sugar or salt (sodium) and choosing foods lower in saturated and trans fats.⁶

Calories

The decision to limit calories was made because energy intake in excess of energy expenditure is a contributing factor to obesity.

Saturated and Trans Fats

Both saturated and trans fats were selected as components to limit across all categories. The saturated fat limits were set to be in line with the regulations for "low saturated fat" claims.⁷ The trans fat limit across all categories was set at 0 g labelled, as determined by Canadian regulations. However, naturally occurring trans fats are permitted for foods in the Dairy and Meat and Meat Alternatives categories that are served either as individual foods or as part of mixed dishes or meals.

Total fat was not selected as a component to limit because the restriction on calories results in an inherent restriction on calories from fat. Also, some types of fat are "good fats" and should be encouraged, as outlined in the recommendation in *Canada's Food Guide*, to include a small amount of unsaturated fat each day.⁸

Sodium

The decision to limit sodium was made because excessive sodium intake can lead to high blood pressure, which is a major risk factor for cardiovascular and kidney diseases in adulthood.

⁵ The Heart & Stroke Foundation announced that its *HealthCheck™* Program will end in 2014.

⁶ Health Canada, *Eating Well with Canada's Food Guide*, Cat.:H164-38/1-2007E, 2007

⁷ CFIA, <http://www.inspection.gc.ca/food/labelling/guide-to-food-labelling-and-advertising/eng/1300118951990/1300118996556>

⁸ Health Canada, *Eating Well with Canada's Food Guide*, Cat.:H164-38/1-2007E, 2007

Total Sugars

Total sugars was selected as a component to limit because *Canada's Food Guide* recommends limiting foods and beverages that are high in sugar.

Nutrition Criteria Components to Encourage

The components required to encourage are vitamins and minerals and fibre, as well as whether a food contributes to the recommended number of servings in *Canada's Food Guide*. Vitamins and minerals are required for growth and development in children. However, children (1-8 years old) and adolescents (9-18 years old) have inadequate intakes of various essential nutrients, including vitamin D and calcium,⁹ and there is concern that children may not be meeting their potassium and fibre needs.¹⁰ Children also do not eat the recommended number of servings in *Canada's Food Guide* for the Vegetables and Fruit and Milk and Alternatives food groups.¹¹

NEXT STEPS

In order to continue to be advertised to children, close to 35% of products currently advertised to children will need to be reformulated to be in compliance. If they cannot be reformulated, the products will no longer be advertised to children after December 31, 2015.

To ensure that uniform nutrition criteria remain current and appropriate, Participants have committed to review the criteria every three years after implementation, or sooner if there is a significant change to Canada's nutrition policies. An independent dietitian will be included in the review team.

Around the world as well as in Canada, nutrition criteria have played a significant role as a road map for companies as they develop new products and renovate existing products for children; often, these criteria have played an important role in shaping the direction of companies. Their influence cannot be underestimated. The CAI has already had an enormous influence on the array of healthier products available on Canadian grocery shelves. Participants are committed to further strengthening the CAI and are confident that the new criteria will make a tangible difference in improving the nutritional composition of foods advertised to children.

⁹ Health Canada, <http://www.hc-sc.gc.ca/fn-an/surveill/nutrition/commun/art-nutr-eng.php>

¹⁰ Ibid

¹¹ Garriguet D, Canadians' Eating Habits, Statistics Canada Health Reports, Vol. 18, No. 2, May 2007

SUMMARY TABLE OF NEW UNIFORM NUTRITION CRITERIA BY PRODUCT CATEGORY

Product	Unit ⁶	Components Required to Limit				Components Required to Encourage
		Calories (kcal)	Sat Fat (g) ¹	Sodium (mg)	Total Sugars (g)	
1. MILK AND ALTERNATIVES						
Milks and Milk Substitutes	250 mL	≤ 170	≤ 2	≤ 200	≤ 25	1 serving Milk and Alternatives AND ≥ 5% DV calcium
Yogurts and Yogurt-type Products	175 g	≤ 175	≤ 2	≤ 140	≤ 24	1 serving Milk and Alternatives AND ≥ 5% DV calcium
Dairy-based Desserts	125 mL	≤ 120	≤ 2	≤ 110	≤ 20	≥ ¼ cup milk AND ≥ 5% DV calcium
Cheese and Cheese Products (except as listed separately below)	30 g	≤ 125	≤ 7	≤ 480	N/A	≥ ½ serving Milk and Alternatives AND ≥ 5% DV calcium
Cottage Cheese and Ricotta	110 g	≤ 150	≤ 7	≤ 480	≤ 7	≥ ½ serving Milk and Alternatives AND ≥ 5% DV calcium
Hard Grated Parmesan and Romano Cheese	15 g	≤ 75	≤ 4.5	≤ 380	N/A	N/A
2. GRAIN						
Small Reference Amount, Lighter Density Products	LSS	≤ 150	≤ 1.5	≤ 190	≤ 10	8 g whole grain OR 2 g fibre OR ≥ 5% DV any essential nutrient except sodium (≥ 15% DV if cereals)
Large Reference Amount, Higher Density Products	LSS	≤ 200	≤ 2	≤ 250 ≤ 360 (for products that require leavening, e.g. pancakes and waffles)	≤ 12	8 g whole grain OR 2 g fibre OR ≥ 5% DV any essential nutrient except sodium (≥ 15% DV if cereals)
3. SOUPS						
	LSS	≤ 200	≤ 2	≤ 480	≤ 6 ≤ 12 (tomato-based)	≥ ½ serving Vegetables and Fruit or Milk and Alternatives OR 8 g whole grain OR ≥ 5% DV any essential nutrient except sodium
4. MEAT AND ALTERNATIVES						
Meat Products (including fish and poultry)	60 g	≤ 120	≤ 2	≤ 480	NA	≥ 30 g meat, fish or poultry AND ≥ 5% DV any essential nutrient except sodium
For labelled serving sizes ≤ 30 g	30 g	≤ 60	≤ 1	≤ 240	NA	
Alternatives (except Peanut Butter)	30 g	≤ 230	≤ 3.5	≤ 140	≤ 4	≥ 5% DV any essential nutrient except sodium
Peanut Butter	15 g	≤ 115	≤ 1.9	≤ 65	≤ 2	≥ 5% DV any essential nutrient except sodium

Product	Unit ⁶	Components Required to Limit				Components Required to Encourage
		Calories (kcal)	Sat Fat (g) ¹	Sodium (mg)	Total Sugars (g)	
5. VEGETABLES AND FRUITS						
Vegetable- and Fruit-based Beverages	LSS	≤ 160	0	≤ 140	No added sugars	≥ ½ serving Vegetables and Fruit OR ≥ 5% DV any essential nutrient except sodium
Vegetable- and Fruit-based Snacks	125 mL 60 g (if dried)	≤ 150	≤ 2	≤ 140	No added sugars	≥ ½ serving Vegetables and Fruit OR ≥ 5% DV any essential nutrient except sodium
6. OCCASIONAL SNACKS						
Chips, Popcorn and Extruded Snacks	LSS	≤ 200	≤ 2	≤ 360	≤ 12	8 g whole grain OR 2 g fibre OR ≥ 5% DV any essential nutrient except sodium
Other Snacks (snack items not in other categories)	LSS	≤ 150	≤ 1.5	≤ 190	≤ 10	8 g whole grain OR 2 g fibre OR ≥ 5% DV any essential nutrient except sodium
7. MIXED DISHES						
Side Dishes (single foods)	LSS	≤ 280	≤ 2.5	≤ 375	≤ 10	≥ ½ serving of any one of Vegetables and Fruit, Grain Products (with 8 g whole grain or 2 g fibre), Meat and Alternatives or Milk and Alternatives OR ≥ 5% DV any essential nutrient except sodium
Centre of Plate (combination foods and side dishes)	LSS	≤ 450	≤ 10% of calories	≤ 480	≤ 15	≥ 1 serving of any one of Vegetables and Fruit, Grain Products (with 8 g whole grain or 2 g fibre), Meat and Alternatives or Milk and Alternatives OR ≥ 5% DV any essential nutrient except sodium
Complete Meals (main dishes and retail meal products that meet the “meal” regulatory definition)	LSS	≤ 500	≤ 10% of calories ²	≤ 600	≤ 17 ³ OR ≤ 12 ³	≥ 1 serving of Vegetables and Fruit or Grain Products (with 8 g whole grain or 2 g fibre) AND ≥ 1 serving of Meat and Alternatives or Milk and Alternatives OR ≥ 5% DV any essential nutrient except sodium
8. MEALS ON THE GO						
Meals On The Go	Meal	≤ 510	≤ 10% of calories Meets Health Canada’s voluntary trans fat limits	≤ 660	≤ 20 ⁴ OR ≤ 15 ⁵	≥ 1 serving of Vegetables and Fruit or Grain Products (with 8 g whole grain or 2 g fibre) AND > 1 serving of Meat and Alternatives or Milk and Alternatives

¹ The trans fat limit across all categories is 0 g labelled; for foods in the Milk and Alternatives or Meat and Alternatives categories that are served either as individual foods or as part of mixed dishes or meals, naturally occurring trans fats are permitted

² Saturated fat from a cheese component present in a Complete Meal is not counted if the cheese component meets its corresponding Milk and Alternatives category criteria

³ Sugars from qualifying Milk and Alternatives or Vegetables and Fruit products present in a Complete Meal are not counted, but the total sugars limit is set to account for sugars from all other items – the higher limit reflects when one such item is present and the limit is reduced if two such items are present

⁴ Sugars from a beverage present in a meal are not counted if the beverage is a Dairy category beverage and contains ≤ 25 g total sugars per 250 mL (consistent with the Milk and Alternatives category) or if it is 100% fruit juice; sugars from a yogurt or fruit product present in a meal are not counted if the product meets its corresponding Milk and Alternatives or Vegetables and Fruit category criteria and if the yogurt product is ≥ 175 g and ≤ 24 g total sugars (consistent with the Milk and Alternatives category) or if the fruit product is ≥ ½ serving fruit and contains no added sugar (consistent with the Vegetables and Fruit category)

⁵ If any combination of two or more of the above qualifying beverage, yogurt or fruit products are present in a meal, sugars from the products are not counted, but the total sugars limit is reduced to 15 g

⁶ Any future changes to CFIA’s serving size guidance, or legislation by Health Canada, will require a review of the uniform nutrition criteria by CAI Participants

NUTRITION CRITERIA BY PRODUCT CATEGORY

1. MILK AND ALTERNATIVES

The Milk and Alternatives category includes four subcategories generally corresponding with product categories in the *CFIA Industry Labelling Tool*. The unit of measurement for the nutrition criteria is the standardized reference amount, also in the *CFIA Industry Labelling Tool*.

Product	Unit	Components Required to Limit				Components Required to Encourage
		Calories (kcal)	Sat Fat (g)	Sodium (mg)	Total Sugars (g)	
Milks and Milk Substitutes	250 mL	≤ 170	≤ 2	≤ 200	≤ 25	1 serving Milk and Alternatives AND ≥ 5% DV calcium
<i>Excludes sour cream and sour cream dips Powdered or syrup flavourings mixed with 250 mL skim milk are allowed provided total sugars does not exceed 25 g Examples: unflavoured and flavoured milks, soy-based beverages</i>						
Yogurts and Yogurt-type Products	175 g	≤ 175	≤ 2	≤ 140	≤ 24	1 serving Milk and Alternatives AND ≥ 5% DV calcium
<i>Examples: plain and flavoured yogurts, drinkable yogurts, fresh cheese (yogurt-type) products</i>						
Dairy-based Desserts	125 mL	≤ 120	≤ 2	≤ 110	≤ 20	≥ ¼ cup milk AND ≥ 5% DV calcium
<i>Examples: pudding, ice milk or yogurt, frozen novelties</i>						
Cheese and Cheese Products (except as listed separately below)	30 g	≤ 125	≤ 7	≤ 480	≤ N/A	≥ ½ serving Milk and Alternatives AND ≥ 5% DV calcium
Cottage Cheese and Ricotta	110 g	≤ 150	≤ 7	≤ 480	≤ 7	≥ ½ serving Milk and Alternatives AND ≥ 5% DV calcium
Hard Grated Parmesan and Romano Cheese	15 g	≤ 75	≤ 4.5	≤ 380	N/A	N/A

Calories

- Limits are below the standard of 200 kcal for Tier 1 foods (which include non-fat and low fat milk)¹² in the IOM School Foods Report
- Calories are also limited by limits on saturated fat and total sugars per unit of measurement

Saturated Fat

- Limits of 2 g except Cheese and Cheese Products subcategory use the CFIA's "low saturated fat" claim as guidance
- Higher limits for Cheese and Cheese Products are equivalent to the saturated fat content of 2% milk

Sodium

- Limits of 140 mg and lower are in line with the Canadian regulatory requirement for "low sodium" claims
- Higher limit for Milks and Milk Substitutes reflects the sodium level naturally occurring in milk and is aligned with the U.S. CFBAI

Total Sugars

- Limits are varied due to different product usages (e.g. beverage vs. dessert) and product functionality across the four subcategories

¹² Tier 1 foods are fruits, vegetables, whole grains and related combination products, and non-fat and low fat milk that are limited to 200 kcal or less per portion as packaged

- For Milks and Milk Substitutes, the limit is derived from the standard in the IOM School Foods Report (adjusted to include powdered or syrup flavourings) and is in line with the U.S. CFBAI. It is lower than the limit for beverage groups in the Ontario School Food and Beverage Policy
- For Yogurts and Yogurt-type Products, the limit is based on the naturally occurring lactose content of milk and the added sugars required to meet product formulation (flavoured yogurts) and marketplace challenges, as well as the standard for Tier 1 foods in the IOM School Foods Report scaled down proportionally to reflect the most common single serving size of 100 g
- For Dairy-based Desserts, while this is a broad category, it is dominated by ice cream and frozen yogurt products. The standard serving size or RA for these products is ½ cup; typically, these products are 50% by weight dairy and provide ¼ cup dairy per portion, and are a source of calcium and vitamin D. The sugar limit is based on the naturally occurring lactose content of milk and the dairy ingredients and the added sugars required to meet product formulation.
- For Cheese and Cheese Products, the limit reflects the naturally occurring lactose content of milk and is aligned with the U.S. CFBAI

Components to Encourage

- Products in the Milk and Alternatives category are part of the Milk and Alternatives food group in *Canada's Food Guide*
- Calcium requirement is consistent with the regulatory requirement for “source of” claims (5% DV) for vitamins and minerals

2. GRAIN

The Grain category consists of grain-based foods such as cereals, bread, pasta, rice and other grains, crackers, cereal and granola bars and bakery products. Given this diversity, a standardized reference amount as the unit of measurement for the nutrition criteria would not be possible unless itemized listings for the numerous product categories were used, which would add undue complexity for both food manufacturers and consumers in using the nutrition criteria. The unit of measurement is thus the LSS and the criteria are provided for two subcategories, differentiated on a caloric basis between products that have a small reference amount and/or are lighter in density versus products that have a larger reference amount and/or are higher in density.

Product	Unit	Components Required to Limit				Components Required to Encourage
		Calories (kcal)	Sat Fat (g)	Sodium (mg)	Total Sugars (g)	
Small Reference Amount, Lighter Density Products	LSS	≤ 150	≤ 1.5	≤ 190	≤ 10	8 g whole grain OR 2 g fibre OR ≥ 5% DV any essential nutrient except sodium (≥ 15% DV if cereals)
<i>Examples: breakfast cereals with 30 g reference amount (which includes most children's breakfast cereals), cereal and granola bars, crackers, bread, bakery products</i>						
Large Reference Amount, Higher Density Products	LSS	≤ 200	≤ 2	≤ 250 ≤ 360 (for products that require leavening, e.g., pancakes and waffles)	≤ 12	8 g whole grain OR 2 g fibre OR ≥ 5% DV any essential nutrient except sodium (≥ 15% DV if cereals)
<i>Examples: denser breakfast cereals with 55 g reference amount, hot breakfast cereals (e.g., cream of wheat and oatmeal), pancakes, waffles</i>						

Calories

- For Small Reference Amount Products, the calorie limit is below the limit of the IOM School Foods Report for Tier 1 foods and is aligned with the U.S. CFBAI
- For Large Reference Amount Products, the calorie limit is based on the IOM School Foods Report for Tier 1 foods and is aligned with the U.S. CFBAI

Saturated Fat

- Limits of 2 g and lower use CFIA's "low saturated fat" claim as guidance

Sodium

- Limits are generally based on Health Canada's guidance on sodium reduction across the array of grain-based food categories set out in this guidance
- Higher limit for pancakes and waffles reflects the unique technical considerations and formulations for these products because sodium is required for leavening

Total Sugars

- Limit is derived from the added sugars proposal for individual foods from the Interagency Working Group (IWG) on Foods Marketed to Children and is aligned with the U.S. CFBAI

Components to Encourage

- Grain-based foods are key contributors to dietary whole grain and fibre, which have been associated with various health benefits
- % DV limit is higher for cereals because they can be fortified with various vitamins and minerals

3. SOUPS

There are currently no products in the Soups category being advertised to children. Nutrition criteria have been set in anticipation of marketplace developments and advertising to children that could occur in the future for products in this category. The unit of measurement for the nutrition criteria is the LSS in order to include the range of soup formats.

Product	Unit	Components Required to Limit				Components Required to Encourage
		Calories (kcal)	Sat Fats (g)	Sodium (mg)	Total Sugars (g)	
Soups	LSS	≤ 200	≤ 2	≤ 480	≤ 6 ≤ 12 (tomato-based)	≥ ½ serving Vegetables and Fruit or Milk and Alternatives OR 8 g whole grain OR ≥ 5% DV any essential nutrient except sodium
<i>Examples: ready-to-serve, condensed and frozen soups, dry soup mixes</i>						

Calories

- Limit is consistent with the U.S. CFBAI, which is the 200 kcal standard for Tier 1 foods in the IOM School Foods Report

Saturated Fat

- Limit uses CFIA's "low saturated fat" claim as guidance

Sodium

- Limit is within Health Canada's guidance on sodium reduction in soups (240 mg per 100 g weighted average and 360 mg per 100 g maximum)
- Limit is comparable to the standard in some provincial school nutrition standards (e.g., British Columbia "choose most" limit is ≤ 450 mg)
- Limit is aligned with the U.S. CFBAI

Total Sugars

- Limit is consistent with the U.S. CFBAI, which is based on the IWG added sugars proposal, but reduced from the IWG proposed limit of 12 g added sugars for individual foods, recognizing that soups have a more savoury than sweet flavour profile
- The IWG proposed limit of 12 g was maintained for tomato-based products to reflect the naturally occurring sugar content of tomatoes and the added sugars required to balance product acidity (pH)

Components to Encourage

- Vegetable-based and dairy-based soups contribute to the Vegetables and Fruit and Milk and Alternatives food groups in *Canada's Food Guide*, respectively
- Whole grain requirement is consistent with the minimum requirement set by the Whole Grains Council
- Essential nutrient requirement is consistent with the regulatory requirement for "source of" claims (5% DV) for vitamins and minerals

4. MEAT AND ALTERNATIVES

The Meat and Alternatives category includes Meat Products (including fish and poultry) and Alternatives such as nuts, seeds and nut butters. Alternatives are important for providing protein in the diets of children who do not like meat, which can be a common occurrence during childhood. The unit of measurement for the nutrition criteria for Meat Products is 60 g cooked, which is the reference amount in the *CFIA Industry Labelling Tool*, except for products with a LSS of less than or equal to 30 g. For Alternatives, the unit of measurement is the standardized reference amount in the *CFIA Industry Labelling Tool*.

Product	Unit	Components Required to Limit				Components Required to Encourage
		Calories (kcal)	Sat Fat (g)	Sodium (mg)	Total Sugars (g)	
Meat Products (including fish and poultry)	60 g	≤ 120	≤ 2	≤ 480	NA	≥ 30 g meat, fish or poultry AND ≥ 5% DV any essential nutrient except sodium
For labelled serving sizes ≤ 30 g	30 g	≤ 60	≤ 1	≤ 240	NA	
<i>Examples: luncheon meats, fish sticks, chicken nuggets</i>						
Alternatives (except Peanut Butter)	30 g	≤ 230	≤ 3.5	≤ 140	≤ 4	≥ 5% DV any essential nutrient except sodium
Peanut Butter	15 g	≤ 115	≤ 1.9	≤ 65	≤ 2	≥ 5% DV any essential nutrient except sodium
<i>Examples: nuts, seeds, nut butters and spreads</i>						

Calories

- For Meat Products, limit is based on the calories inherent in 60 g of cooked meat and is consistent with the “low calorie” claim
- For Alternatives, limit is consistent with the U.S. CFBAI adjusted to the Canadian unit of measurement of 30 g (or 15 g if Peanut Butter)

Saturated Fat

- For Meat Products, limit meets the claim for “low saturated fat”. Meat Products limit is also consistent with the U.S. Food and Drug Administration and U.S. Department of Agriculture definitions of “extra lean”
- For Alternatives and Peanut Butter, limit reflects the naturally occurring saturated fat content of peanut butter and allows for other nut butters and spreads formulated without partially hydrogenated vegetable oil, but made with some saturated fat, which acts as a stabilizing agent

Sodium

- For Meat Products, limit falls within Health Canada’s guidance on sodium reduction (470 mg per 60 g maximum at phase 1 and 490 mg per 60 g maximum by December 31, 2016)
- For Alternatives and Peanut Butter, limits are lower than or aligned with Health Canada’s guidance on sodium reduction (maximums of 165 mg per 30 g meat substitutes and 65 mg per 15 g nut butters by December 31, 2016)

Total Sugars

- For Meat Products, a limit on total sugars is not applicable because meat, fish and poultry do not contain meaningful amounts of sugar
- For Alternatives, limit is derived from the IWG proposal for added sugars for small reference amount foods

Components to Encourage

- Meat Products containing sufficient protein are part of the Meat and Alternatives food group in *Canada’s Food Guide*
- Essential nutrient requirement for Meat Products is consistent with the regulatory requirement for “source of” claims (5% DV) for vitamins and minerals

5. VEGETABLES AND FRUIT

The Vegetables and Fruit category consists of Beverages and Snacks subcategories. The unit of measurement for the nutrition criteria for Beverages is based on the LSS; and for Snacks, it is based on portion sizes in *Canada's Food Guide* for vegetables and fruit or dried vegetables and fruit.

Product	Unit	Components Required to Limit				Components Required to Encourage
		Calories (kcal)	Sat Fat (g)	Sodium (mg)	Total Sugars (g)	
Vegetable- and Fruit-based Beverages	LSS	≤ 160	0	≤ 140	No added sugars	≥ ½ serving Vegetables and Fruit OR ≥ 5% DV any essential nutrient except sodium
<i>Examples: vegetable- and/or fruit-based beverages</i>						
Vegetable- and Fruit-based Snacks	125 mL 60 g (if dried)	≤ 150	≤ 2	≤ 140	No added sugars	≥ ½ serving Vegetables and Fruit OR ≥ 5% DV any essential nutrient except sodium
<i>Examples: dried vegetables and fruit, single serve vegetables and fruit with dip, vegetable and fruit purées, fruit preserved in juice</i>						

Calories

- For Beverages, the calorie limit is consistent with the U.S. CFBAI and reflects the upper calorie content of 250 mL (the reference amount for juices) of 100% juices; products will need to meet this calorie limit if the LSS is greater than the reference amount, which is quite challenging across many product package sizes in Canada
- For Snacks, the calorie limit puts a ceiling on calories for larger serving sizes

Saturated Fat

- For Beverages, limit reflects the fact that vegetable- and fruit-based beverages do not contain saturated fat
- For Snacks, limit uses CFIA's "low saturated fat" claim as guidance

Sodium

- Limits are lower than Health Canada's guidance on sodium reduction where appropriate category comparisons exist
- Limit is consistent with the regulatory requirement for "low sodium" claims

Total Sugars

- Limit prevents sugars from being added to products – the sugar content is restricted to the amount coming from naturally occurring sugars in vegetable and fruit ingredients, including vegetable and fruit concentrates; and naturally occurring sugars are limited by the calorie limit

Components to Encourage

- Children generally fall short in the number of Vegetables and Fruit servings recommended in *Canada's Food Guide*
- Beverages containing at least one serving of vegetables, fruit or 100% juice are equivalent to or greater than a serving of the Vegetables and Fruit food group in *Canada's Food Guide*
- Snacks containing vegetables, fruit or 100% juice can also contribute to vegetable and fruit intakes

6. OCCASIONAL SNACKS

The Occasional Snacks category consists of products generally consumed in smaller portion sizes that do not displace a meal. The category is divided into two subcategories: Chips, Popcorn and Extruded Snacks, which aligns with the criteria used in the U.S. CFBAI for products with larger reference amounts and/or higher density in the category “Grain, fruit and vegetable products, and items not in other categories”; and Other Snacks (i.e., snack items not in other categories), which aligns with the small reference amount/lighter density grain products.

Product	Unit	Components to Limit				Components to Encourage
		Calories (kcal)	Sat Fat (g)	Sodium (mg)	Total Sugars (g)	
Chips, Popcorn and Extruded Snacks	LSS	≤ 200	≤ 2	≤ 360	≤ 12	8 g whole grain OR 2 g fibre OR ≥ 5% DV any essential nutrient except sodium
<i>Examples: potato chips, pretzels, popcorn, extruded snacks, grain-based snack mixes</i>						
Other Snacks (snack items not in other categories)	LSS	≤ 150	≤ 1.5	≤ 190	≤ 10	8 g whole grain OR 2 g fibre OR ≥ 5% DV any essential nutrient except sodium
<i>Examples: fruit-flavoured novelties, ice pops</i>						

Calories

- Limits are the same as the limits for Grain Products (which may include products used as snacks)

Saturated Fat

- Limits of 2 g and less use CFIA’s “low saturated fat” claim as guidance
- Limit is the same as or lower than the limits for Grain Products and Vegetable- and Fruit-based Snacks, respectively

Sodium

- For Chips, Popcorn and Extruded Snacks, the limit of 360 mg per LSS (typically 50 g) is lower than Health Canada’s maximum guidance for chips, popcorn and extruded corn snacks (440 mg per 50 g) and for pretzels (700 mg per 50 g)
- For Other Snacks, limit is the same as the limit for grain-based Small Reference Amount Products

Total Sugars

- Limit is the same as the limits for Grain Products

Components to Encourage

- Consistent with Grain Products

7. MIXED DISHES

The Mixed Dishes category is divided into three subcategories based on eating occasions and maximum allowable calories. Caloric content varies greatly across the wide range of products in this category, which includes single food side dishes, combination foods and side dishes, and main dish and retail meal products that meet the regulatory definition of a “meal.” The nutrition criteria are thus based on a serving of a product (as prepared) providing the maximum allowable calories rather than a standard reference amount, which is not possible to establish across such an array of products.

Product	Unit	Components Required to Limit				Components Required to Encourage
		Calories (kcal)	Sat Fat (g)	Sodium (mg)	Total Sugars (g)	
As Prepared						
Side Dishes (single foods)	LSS	≤ 280	≤ 2.5	≤ 375	≤ 10	≥ ½ serving of any one of Vegetables and Fruit, Grain Products (with 8 g whole grain or 2 g fibre), Meat and Alternatives or Milk and Alternatives OR ≥ 5% DV any essential nutrient except sodium
<i>Examples: noodles, rice</i>						
Centre of Plate (combination foods and side dishes)	LSS	≤ 450	≤ 10% of calories	≤ 480	≤ 15	≥ 1 serving of any one of Vegetables and Fruit, Grain Products (with 8 g whole grain or 2 g fibre), Meat and Alternatives or Milk and Alternatives OR ≥ 5% DV any essential nutrient except sodium
<i>Examples: pasta and cheese</i>						
Complete Meals (main dishes and retail meal products that meet the “meal” regulatory definition)	LSS	≤ 500	≤ 10% of calories	≤ 600	≤ 17 OR ≤ 12	≥ 1 serving of Vegetables and Fruit or Grain Products (with 8 g whole grain or 2 g fibre) AND ≥ 1 serving of Meat and Alternatives or Milk and Alternatives OR ≥ 5% DV any essential nutrient except sodium
<i>Examples: multi-component meal kits, pizza kits</i>						

Calories

- Limits reflect the calories in a typical food in each subcategory and are scaled down proportionally to reflect the contribution from larger to smaller products (i.e., from Complete Meals to Centre of Plate to Side Dishes)

Saturated Fat

- Limits are scaled down proportionally to reflect the contribution from larger to smaller products and are consistent with the U.S. CFBAI
- Saturated fat from a cheese component present in a Complete Meal is not counted if the cheese component meets its corresponding Milk and Alternatives category criteria

Sodium

- Limits are scaled down proportionally to reflect the contribution from larger to smaller products
- For Complete Meals, limit is the same as the U.S. CFBAI
- For Side Dishes and Centre of Plate, limits are lower than the U.S. CFBAI

Total Sugars

- Limits are consistent with the U.S. CFBAI
- For Complete Meals, sugars from qualifying Milk and Alternatives or Vegetables and Fruit products present in a meal are not counted, but the limits are set to account for sugars from all other items, i.e., the higher limit reflects when one such item is present in a meal and the limit is reduced if two such items are present

Components to Encourage

- Mixed Dishes providing servings from the food groups in *Canada’s Food Guide* help to meet the recommendations for a balanced diet
- For Complete Meals, the components to encourage meet the regulatory definition of a “meal”

8. MEALS ON THE GO

The Meals On The Go category consists of meals available at quick service restaurants and other food service establishments, as well as meals that are prepared and ready-to-go from grocery stores and other retail outlets. The products meet the regulatory definition of a “meal” and the unit of measurement for the nutrition criteria is the meal as a whole.

Product	Unit	Components Required to Limit				Components Required to Encourage
		Calories (kcal)	Sat Fat (g)	Sodium (mg)	Total Sugars (g)	
Meals On The Go	Meal	≤ 510	≤ 10% of calories Meets Health Canada's voluntary trans fat limits ¹	≤ 660	≤ 20 ² OR ≤ 15 ³	≥ 1 serving of Vegetables and Fruit or Grain Products (with 8 g whole grain or 2 g fibre) AND ≥ 1 serving of Meat and Alternatives or Milk and Alternatives
<i>Example: grilled chicken snack wrap + yogurt + 1% white milk + apple slices</i>						

¹ Limit the trans fat content of vegetable oils and soft, spreadable margarines to 2% of the total fat content; and limit the trans fat content for all other foods to 5% of the total fat content, including ingredients sold to restaurants

² Sugars from a beverage present in a meal are not counted if the beverage is a Milk and Alternatives category beverage and contains ≤ 25 g total sugars per 250 mL (consistent with the Milk and Alternatives category) or if it is 100% fruit juice; sugars from a yogurt or fruit product present in a meal are not counted if the product meets its corresponding Milk and Alternatives or Vegetables and Fruit category criteria and if the yogurt product is ≥ 175 g and ≤ 24 g total sugars (consistent with the Milk and Alternatives category) or if the fruit product is ≥ ½ serving fruit and contains no added sugar (consistent with the Vegetables and Fruit category)

³ If any combination of two or more of the above qualifying beverage, yogurt and fruit products are present in a meal, sugars from the products are not counted, but the total sugars limit is reduced to 15 g

Using the above meal example: meal total = 31 g total sugars less 12 g (milk) and 8 g (apples) = 11 g total sugars, which is less than 15 g (yogurt sugars are counted)

Calories

- Limit is based on daily energy requirements of “low active” children (4-8 years) of 1350-1750 kcal divided by three meals per day for a limit of 450-583 kcal per meal
- Limit is consistent with EU Pledge Nutrition Criteria criterion of ≤ 510 kcal for a lunch or dinner meal

Saturated Fat

- Limit uses CFIA’s “low saturated fat” claim as guidance
- Limit is consistent with the recommendations for lunch meals in the IOM School Foods Report
- Limit meets the regulatory requirement for “lean” claims

Sodium

- Limit is based on the Tolerable Upper Level of daily sodium intake for children (4-12 years) of 1900-2200 mg divided by three meals per day for a limit of 633-733 mg per meal
- Limit falls within the range for children 5-9 years (640 mg) and children 10-13 years (710 mg) from the IOM School Foods Report

Total Sugars

- Base limit of 15 g is calculated to be aligned with the World Health Organization (WHO) recommendation
- Limit is increased to 20 g to allow qualifying beverage, yogurt and fruit products to be present in a meal, but it is maintained at 15 g if two or more such products are present

Components to Encourage

- Meals On The Go providing servings from the food groups in *Canada’s Food Guide* help to meet the recommendations for a balanced diet
- The components to encourage meet the regulatory definition of a “meal”

APPENDICES

Appendix 1: Participants' 2013 Nutrition Criteria (per serving size) for Products Advertised Directly to Children Under 12 Years of Age

	Calories (kcal)	Sat Fat (g)	Trans Fat (g)	Total Fat (g)	Sodium (mg)	Sugars (g)	
Burger King	≤ 560	< 10% of calories	< 5% of total fat	< 30% of calories	≤ 600	≤ 10% of calories from added sugars	
Campbell							
Soup:		≤ 2	0	≤ 3	≤ 480	≤ 12	Source of vitamin A, C, iron, calcium, folate or fibre; serving of vegetables Meet Heart & Stroke Foundation's <i>HealthCheck</i> ™
Snack Crackers:	≤ 170	≤ 2	0	≤ 35% of calories	≤ 195	≤ 8	In line with <i>Canada's Food Guide</i>
Danone		< 2	0	< 3	< 140	< 12.5 (added)	≥ 5% DV calcium (Source of Calcium)
General Mills							Must have fibre or minimum of at least one vitamin or mineral
Cereal and Snacks: (either)	≤ 175	≤ 2		≤ 3	230	≤ 12	Fibre (g) 2, Vit A (% DV) 5, Vit C (% DV) 5, Calcium (% DV) 5, Iron (% DV) 5, Cholesterol (mg) ≤ 60
OR	≤ 175	≤ 2			230		At least ½ serving of a food group targeted by Health Canada for increased consumption (<i>i.e.</i> , whole grain, vegetables and fruit, lower fat dairy, meat, including beans, lentils or tofu)
Side and Main dishes: (either)	≤ 175	≤ 2		≤ 3	480	≤ 12	Fibre (g) 2, Vit A (% DV) 5, Vit C (% DV) 5, Calcium (% DV) 5, Iron (% DV) 5, Cholesterol (mg) ≤ 60
OR	≤ 175	≤ 2			480		At least ½ serving of a food group targeted by Health Canada for increased consumption (<i>i.e.</i> , whole grain, vegetables and fruit, lower fat dairy, meat alternatives including beans, lentils or tofu)
Kellogg	≤ 200	≤ 2	0		≤ 230 ≤ 460**	≤ 12*	
*Excluding naturally occurring sugars from fruit and dairy **Eggo products guideline is 460 mg per serving as these products are typically served as a main dish and require leavening ingredients							
McDonald's	≤ 600	≤ 10% of calories		≤ 35% of calories		≤ 25% of calories from added sugars	
Parmalat							
Cheestrings:	≤ 70	3.5	0.3	6 g ≤ 15 mg cholesterol	≤ 160	0	In line with <i>Food and Drugs Act</i> 15% DV calcium, protein and Vitamin A Made with DHA milk – DHA, an Omega-3 fatty acid, supports the normal physical development of the brain, eyes and nerves primarily in children under 2 years of age
Astro KIK:	160	2	0	3 g 15 mg cholesterol	95	26	Source of energy Source of 7 essential vitamins and minerals
Post	≤ 160	≤ 1	0	≤ 1	≤ 160	≤ 10	

Appendix 2: List of Sources

Dietary Reference Intakes – Sodium Reference Values

http://www.hc-sc.gc.ca/fn-an/nutrition/reference/table/ref_elements_tbl-eng.php

CFIA Food Labelling for Industry (CFIA Industry Labelling Tool)

<http://www.inspection.gc.ca/food/labelling/guide-to-food-labelling-and-advertising/eng/1300118951990/1300118996556>

CFIA Meal Definition

<http://www.inspection.gc.ca/food/labelling/food-labelling-for-industry/meals/eng/1348157925518/1394902356457>

Eating Well with Canada's Food Guide (Canada's Food Guide) Health Canada, Cat.:H164-38/1-2007E, 2007

<http://www.hc-sc.gc.ca/fn-an/food-guide-aliment/index-eng.php>

Estimated Energy Requirements

<http://www.hc-sc.gc.ca/fn-an/nutrition/reference/table/index-eng.php#eeer>

EU Pledge Nutrition Criteria

http://www.eu-pledge.eu/sites/eu-pledge.eu/files/releases/EU_Pledge_Nutrition_White_Paper_Nov_2012.pdf

Food and Drugs Act and Regulations

<http://laws-lois.justice.gc.ca/eng/acts/F-27/index.html>

http://laws-lois.justice.gc.ca/eng/regulations/C.R.C.,_c._870/index.html

Guidelines for Food and Beverage Sales in BC Schools

http://www.bced.gov.bc.ca/health/healthy_eating/food_guidelines

http://www.bced.gov.bc.ca/health/2013_food_guidelines.pdf

Health Canada Sodium Working Group Document

Health Canada, Guidance for the Food Industry on Reducing Sodium in Processed Foods, June 2012

<http://www.hc-sc.gc.ca/fn-an/legislation/guide-ld/2012-sodium-reduction-indust-eng.php>

Heart & Stroke Foundation *HealthCheck*TM Program

<http://www.healthcheck.org>

<http://www.healthcheck.org/page/nutrient-criteria-grocery>

http://www.healthcheck.org/sites/default/files/mmallet/GroceryNutrientCriteria_Sept11.pdf

Interagency Working Group (IWG) on Food Marketed to Children Added Sugars Proposal

http://cspinet.org/new/pdf/IWG_food_marketing_proposed_guidelines_4.11.pdf

IOM School Foods Report *Nutrition Standards for Foods in Schools*

<http://www.iom.edu/Reports/2007/Nutrition-Standards-for-Foods-in-Schools-Leading-the-Way-toward-Healthier-Youth.aspx>

Ontario School Food and Beverage Policy

<http://www.edu.gov.on.ca/eng/healthyschools/policy.html>

<http://www.edu.gov.on.ca/extra/eng/ppm/150.html>

<http://www.edu.gov.on.ca/extra/eng/ppm/Appendix150.pdf>

Trans Fat Task Force Recommendations – Trans Fat in Foods

<http://www.hc-sc.gc.ca/fn-an/nutrition/gras-trans-fats/index-eng.php>

U.S. Children's Food and Beverage Advertising Initiative (CFBAI)

White Paper on CFBAI's Uniform Nutrition Criteria

<http://www.bbb.org/storage/0/Shared%20Documents/White%20Paper%20on%20CFBAI%20Uniform%20Nutrition%20Criteria%20July%202011.pdf>

U.S. Department of Agriculture “Extra Lean” Definition – 9 CFR 317.362(e)

<http://www.gpo.gov/fdsys/pkg/CFR-2011-title9-vol2/pdf/CFR-2011-title9-vol2-sec317-362.pdf>

U.S. Food and Drug Administration “Extra Lean” Definition – 21 CFR 101.62(e)

<http://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfcfr/CFRSearch.cfm?fr=101.62>

Whole Grains Council

<http://wholegrainscouncil.org>

<http://wholegrainscouncil.org/whole-grain-stamp/canadian-stamp>

World Health Organization (WHO) Sugars Recommendation

<http://www.who.int/dietphysicalactivity/marketing-food-to-children/en>

<http://www.who.int/dietphysicalactivity/publications/recsmarketing/en/index.html>



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