



The Canadian Children's Food and Beverage Advertising Initiative (CAI) is a voluntary program by 19 leading Canadian food and beverage companies (Participants) to change the landscape of children's food and beverage advertising. Under the CAI, Participants have committed to advertise only products that meet the CAI nutrition standards to children under the age of 12, or to not direct advertising to children under 12.

Participant's Commitments

- Ten Participants are directing 100% of their advertising to promote products that meet the CAI nutrition standards. (Burger King Restaurants of Canada, Inc., Campbell Company of Canada, General Mills Canada Corporation, Kellogg Canada Inc., Kraft Canada Inc., McDonald's Restaurants of Canada Ltd., Nestlé Canada Inc., Parmalat Canada Inc., Post Foods Canada Corp., and Weston Bakeries Limited)
- Nine Participants are not directing advertising to children under 12. (Cadbury Adams Canada Inc., Coca-Cola Ltd., Hershey Canada Inc., Ferrero Canada Ltd., Janes Family Foods Ltd., Mars Canada Inc., McCain Foods (Canada), PepsiCo Canada ULC, and Unilever Canada Inc.)

Participants have also committed to:

- incorporate only products that meet CAI nutrition standards 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 CAI nutrition standards,
- 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.

CAI Nutrition Standards

- Foods that reflect the principal advice of *Canada's Food Guide*
- Foods that meet the criteria for diet related health claims, biological role claims, or healthy eating claims as set out in the *Food and Drugs Act and Regulations* and/or Canadian Food Inspection Agency's *Guide to Food Labelling and Advertising*
- Foods that meet the standards for participating in the Heart & Stroke Foundation of Canada's Health Check™ Program

Program Administration

To ensure program transparency and accountability, Advertising Standards Canada (ASC), the independent advertising self-regulatory body, is responsible for program administration, including:

- approving each Participant's Commitment
- publishing Participants' Commitments on a dedicated section of ASC's website
- conducting an annual audit of each Participant's compliance with its Commitment
- reporting publicly on the results of the audits

Additional Information

Please visit www.adstandards.com/childrensinitiative for complete information about the CAI.