



Our Vision

The food and beverage industry in Canada is committed to advertising and marketing products to Canadian children in a responsible way to help prepare them to make wise decisions about nutrition and health. We recognize that the special nature and needs of children requires particular care and diligence on the part of advertisers.

Our Commitment

The food and beverage industry plays a significant role in supporting the health of Canadians, especially children. Accordingly, companies participating in this initiative are committed to:

- Using their creativity and marketing activities to promote and support healthier dietary choices and healthy lifestyles to children under 12 years of age.
- Shifting their children's 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, salt and added sugars and higher in nutrients that are significant to public health.

These commitments will be realized through the five Core Principles that follow. The principles have been expanded since they were first developed in 2007, to reflect the ongoing commitment of the Participants to continue to broaden their efforts to support healthier dietary choices and healthy lifestyles to children under 12 years of age.

Participants

Burger King Restaurants of Canada, Inc.
Cadbury Adams Canada Inc.
Campbell Company of Canada
Coca-Cola Canada
Ferrero Canada Ltd.
General Mills Canada Corporation
Hershey Canada Inc.
Jane's Family Foods Ltd.
Kellogg Canada Inc.
Kraft Canada Inc.
Mars Canada Inc.
McCain Foods (Canada)
McDonald's Restaurants of Canada
Nestlé Canada Inc.
Parmalat Canada Inc.
PepsiCo Canada ULC
Post Foods Canada Corp.
Unilever Canada Inc.
Weston Bakeries Limited

Core Principles

Advertising messaging and content

Participants will commit that 100% of their television, radio, print and internet advertising directed primarily to children under 12 years of age¹ will be for products that represent healthier dietary choices (better-for-you products) in accordance with company developed standards that are consistent with established scientific and/or government standards. Alternatively, they may commit to not direct advertising primarily to children under 12 years of age².

Examples of standards include, but are not limited to:

- Foods that reflect the principal advice of Canada's *Food Guide* particularly foods that meet the criteria for nutrient content claims including "free" or "low" claims for calories as well as fat, saturated fat, trans fat, sugar, salt as per the Canadian Food Inspection Agency *Guide to Food Labelling and Advertising*
- Foods that meet the criteria for diet-related health claims or biologic role claims as per the CFIA *Guide to Food Labelling and Advertising*
- Foods that meet the criteria for healthy eating claims as per CFIA's *Guide to Food Labelling and Advertising*
- Foods that meet the standards for participating in the Heart & Stroke Foundation's *Health Check™* program

Child-Directed Content

This principle also applies to advertising that is primarily directed to children on

- company-owned websites or micro-sites primarily directed to children under 12 years of age
- Video and computer games rated "Early Childhood" or "EC," which are inherently primarily directed to children under 12, and other games that are age-graded on the label and packaging as being primarily directed to children under 12
- DVDs of movies that are rated "G" whose content is primarily directed to children under 12, and other DVDs whose content is primarily directed to children under 12
- Mobile media such as cell phones, PDA's and through word of mouth³ where advertising on those media is primarily directed to children under 12

Use of Products in Interactive Games

Participants will commit that, in any interactive game primarily directed to children under 12 (in whatever format: online, disk or cartridge) where the company's food or beverage products are

¹ Measured in media impressions at the time the advertising is purchased, as determined by reliable third party data such as BBM Nielsen ratings for TV and radio, ComScore for Internet, PMB (Print Measurement Bureau) data for magazines, Nadbank for newspapers, COMB (Canadian Outdoor Measured Bureau) for outdoor and others. The commitment will be calculated separately for each advertising medium. Measurement of advertising on company-owned websites will be determined in accordance with standards established as part of the company's commitment.

² Participants also are encouraged to disseminate healthy lifestyle messaging. This could include messaging that encourages physical activity or good dietary habits, consistent with established scientific and/or government standards

³ The commitment regarding word of mouth advertising refers to advertising where a Participant provides incentives (financial or otherwise), product samples or other support to individuals or groups who are not employees to promote consumption of branded food or beverage products or to promote discussion of such products, and the advertising is primarily directed to children under 12 years of age.

incorporated into the game, the interactive game must incorporate or be accompanied by products representing better-for you products.

Use of Licensed Characters, Celebrities and Movie Tie-ins

While the use of licensed characters, celebrities and movie tie-ins is already restricted in children's broadcast advertising⁴, participants will also commit to ensure that their use of third-party licensed characters, celebrities and movie tie-ins in advertising that appears in other media primarily directed to children under 12⁵ complies with the messaging and content principles set out above.

Product Placement

Participating companies will commit to not paying for or actively seeking to place their food or beverage products in the program/editorial content of any medium primarily directed to children under 12 for the purpose of promoting the sale of those products.

Advertising in Schools

Participating companies will remain committed to adhering to standards established by schools individually and by school boards overall. Furthermore, participants will commit to not advertising food or beverage products in elementary schools – pre-kindergarten through Grade 6.⁶

Implementation

Each participating company will formalize and publish an individual plan, commitment details, and implementation schedule that have been approved by ASC. A copy of each participating company's current commitment document will be posted on the Canadian Children's Food and Beverage Advertising Initiative section of ASC's website (www.adstandards.com).

Auditing and Enforcement

The plans for each participating company, including their specific commitments will be established in consultation with Advertising Standards Canada (ASC), the program administrator.

ASC will be responsible for auditing commitments by participating companies. In order to confirm compliance by participating companies, auditing will include the review of advertising materials, product information, and media impression information (see footnote 2 above) submitted to ASC on a confidential basis.

ASC will publish annual compliance reports identifying those companies that meet/exceed their commitments as well as those who have failed to do so. ASC will also respond to all public inquiries relating to these reports.

⁴ *Broadcast Code for Advertising to Children – Clause 7: Promotion by Program Characters, Advertising-Generated Characters, and Personal Endorsements.*

⁵ This commitment does not extend to the use of licensed characters on packaging, provided the packaging does not appear in advertising directed to children under 12. This limitation will not apply to the use of company-created/owned characters.

⁶ *-This limitation will not apply to displays of food and beverage products, charitable /not-for-profit activities including fundraising, public service messaging and educational programs.*