

**Canadian Children's Food and Beverage Advertising Initiative**  
**Commitment Concerning Advertising to Children**

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**Effective January 2016**

Campbell Company of Canada is a charter participant in the Canadian Children's Food and Beverage Advertising Initiative ("Initiative") created under the auspices of Advertising Standards Canada. Consistent with our Global Guidelines for Responsible Advertising to Children ("Global Guidelines"), the current copy of which is attached to this Commitment (Appendix A), and our Commitment Concerning Advertising to Children under the Initiative, that was applicable beginning in 2007, as restated henceforth, we make this amended and restated Commitment Concerning Advertising to Children ("Commitment") commencing on January 1, 2016. It applies to all advertising<sup>1</sup> primarily directed to children under 12 years of age in Canada ("advertising to children") and may be further amended in agreement with the administrator of the Initiative. Pursuant to our Global Guidelines, we do not address advertising communications to audiences consisting primarily of children who are younger than 6 years of age.

Our Commitment centers on the five core principles of the Initiative, which relate to (1) advertising messaging and content (2) use of 2 products in interactive games (3) use of licensed characters, celebrities and movie tie-ins (4) product placement, and (5) advertising in schools.

**1. Advertising Messaging and Content**

Our advertising messages to children – including what products we advertise to them - should be consistent with our well-informed understanding of nutrition and wellness, supported by the advice of our highly-qualified staff of resident nutritionists. Accordingly, we will support families by assuring that all the products we advertise to children are sound food choices. How we implement this aspect of our Commitment is explained in the discussion on "Implementing and Measuring Message Delivery." Appendix B identifies the products we will advertise to children, and includes ingredient statements and nutrition facts for those products. They are sound food choices and meet the Initiative's category-specific Uniform Nutrition Criteria, as summarized in Appendix C.

**Implementing and Measuring Message Delivery**

Our advertising to children may be in the following mediums covered in this Commitment:

- Television

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<sup>1</sup> As defined under the Advertising Messaging and Content principle herein this Commitment.

- Radio
  - Print
  - Internet advertising<sup>2</sup>
  - Video and computer games rated “Early Childhood” or “EC” without determining whether they are directed to children under 12 because EC games are inherently so directed
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- DVDs of movies that are rated “G”
  - Mobile media<sup>3</sup>, such as cell phones, PDAs
  - Word of mouth marketing techniques

100% of the advertising to children under 12 will meet the standards set forth in this Commitment.

When we intend to communicate in our advertising to any particular group of people, such as women between the ages of 25 and 49 or children from ages 6 through 11, our agencies identify specific media outlets, such as television programming and websites, where we will be able to reach that group of people. We advertise the products discussed in this Commitment to both children and adults. The advertising itself, the tonality of the advertising, and the messages in the advertising differ based on the intended audience. Advertising is also placed in different media to reach different audiences. For purposes of this Commitment, we will consider advertising to be primarily directed to children under 6 years of age or 12 years of age if that demographic is estimated to comprise 35 percent or more of the audience for the particular medium. Our advertising to children this year will be on television and on the internet. We will measure our compliance with the standards set forth in this Commitment by considering planned media impressions as reported by A.C. Nielsen, for television and the internet.

We will consider advertising as supporting a sound food choice if qualifying product varieties or SKUs are identified and are, in fact, the only product varieties identified in the advertising or whose packaging is shown.

## **2. The Use of Product in Interactive Games**

Interactive games are activities (in any format, online, disk or cartridge) in which the user is challenged to attain a score, beat a competitor, or master a level. Any interactive game primarily for use by children and provided free or at a nominal charge which includes a depiction of one of our food or beverage product varieties, or product packaging for a product variety, will depict only sound food choices.

## **3. The Use of Licensed Characters, Celebrities and Movie Tie-ins**

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<sup>2</sup> Canadian children may have the ability to access [www.GoldfishFun.com](http://www.GoldfishFun.com), maintained by the U.S. Biscuits and Bakery division of the Campbell Soup Company in the United States. The games and other content on the site comply with the Campbell Soup Company’s commitment pursuant to the Children’s Food and Beverage Advertising Initiative in the United States (“US Commitment Program”). Details of the US Commitment Program may be found at <http://www.bbb.org/council/the-national-partner-program/national-advertising-review-services/childrens-food-and-beverage-advertising-initiative/>.

<sup>3</sup> Canadian children may have the ability to access one or more mobile games or apps created in the U.S. for a U.S. audience via the mobile web and iTunes or other app-related platforms. Any such games or apps comply with the US Commitment Program, as well as our Global Guidelines.

When we use third party licensed characters, celebrities (including athletes) and movie tie-ins in any advertising directed to children, they will support sound food choices.

#### **4. The Practice of Product Placement**

We do not actively seek to place our products in the program/editorial content of any medium primarily directed to children, for the purpose of promoting the sale of those products, or pay for such a placement.

#### **5. Advertising in Elementary Schools**

We recognize that schools provide a special environment. We have chosen to limit our activity in elementary schools to (a) communicating public service messages through materials provided to foodservice personnel, school administrators, teachers; (b) supporting charitable fundraising activities or other programs benefiting schools, through such efforts as our Labels for Education program; and (c) providing product display materials to foodservice personnel; (d) charitable donations; and (e) providing items to administrative personnel for their personal use.

*Our specific undertakings in this Commitment are effective for the time period indicated above. The Commitment applies to businesses in Canada operated and managed by Campbell Company of Canada, and may be amended at any time. Commitments effective for future time periods and any amendments to this Commitment will be submitted for consultation and acceptance to Advertising Standards Canada under the Canadian Children's Food and Beverage Advertising Initiative. Commitments are monitored by ASC. Notice of any approved amendment will be posted by ASC on the CCFBAI website.*

## **Appendix A: Global Guidelines for Responsible Advertising to Children**

**For more than a century, Campbell Soup Company has been nourishing people’s lives with quality products.** Millions of people around the globe trust Campbell and its brands – not only because we make and market a wide range of wholesome, nutritious and great-tasting food products, but also because our consumers know and appreciate our standards, including the standards reflected in our advertising practices.

**We believe in the value of advertising.** Advertising communications provide all of us with useful information to help make everyday decisions that enrich our lives with new ideas, products and experiences. We also believe that carefully executed advertising campaigns and communications in most media vehicles may be appropriately addressed to children, if the varying levels of knowledge, sophistication and maturity of children of different ages are recognized and respected.

**As a Company, we believe that balanced nutrition, within a healthy lifestyle, is a key to overall health and well being for people of all ages.** Balanced nutrition plays a critical role in maintaining good health, reducing the likelihood of disease, and improving the quality of life. Any food can be enjoyed as part of a healthy lifestyle when consumed in moderation.

**We believe that consumers are more likely to make appropriate food choices in following a healthy lifestyle when food companies provide clear and helpful information about their products, and about the role their products can play in a balanced and healthful diet.** We are committed to offering consumers a variety of wholesome, delicious, and nourishing products, and to helping them obtain the nutrition information and education they need to help make sound food choices.

**Parents and guardians are important gatekeepers in helping children make informed food choices.** However, adults are not always with a child when he or she is exposed to advertising, and younger children are less able to identify and evaluate advertising messages on their own. We believe that companies must take account of a child’s ability to understand its advertising communications. For this reason, we will not address advertising communications to audiences consisting primarily of pre-school age children, *i.e.*, those who are younger than six years old. When we advertise in media directed to a mixed audience of pre-school age children and adults, our advertising messages will be directed to the adult audience, not to the child audience. Communications to children who are six years old through eleven years old will take account of the relative sophistication of the audience. The layout and word choice we use when addressing the ’tween market, for example, will reflect the greater capacity of that audience to understand the nature of advertising than younger children.<sup>2</sup>

**When we create advertising content that is directed to an audience consisting primarily of children, we will take special care to safeguard their safety and well-being.**

- Depictions of children preparing food will show age-appropriate heating and food-handling methods and situations.
- Children featured in advertising will be shown in safe physical and social environments, and will not be shown engaging in dangerous behavior.
- Our campaigns will show our products in the context of nutritional best practices. We will model good eating habits by showing appropriate eating occasions, moderation, healthy attitudes towards food, and an active lifestyle. For example, products advertised to children will be shown with appropriate portion sizes, and mealtime foods will be illustrated with wholesome food accompaniments. When we advertise single-serve and snacking products to children, we will show appropriate portions for children in the target audience.
- We will also protect children from misunderstanding or misinterpreting our advertising messages by using age-appropriate language.

**We are committed to responsible advertising.** Our Chief Executive Officer appoints two executives to personally review and approve all advertising addressed to children before it is released to media to ensure it meets our guidelines. Wherever we advertise our products, we adopt what we consider to be self-regulatory best practices. We actively support the work of the Children’s Food and Beverage Advertising Initiative in the United States, for example, in its effort to encourage the promotion of healthier foods and beverages to children. We also support the Children’s Advertising Review Unit (CARU) of the Council of Better Business Bureaus in the United States and similar organizations in other countries (such as Advertising Standards Canada), and subscribe to high industry standards for the self-regulation of advertising to children.

**Appendix B: Nutrition Facts and Ingredient Statements** for products that meet the Uniform Nutrition Criteria and may be advertised directly to children during the 2016 calendar year.

**Crackers:**

Flavour Blasted ATOMIC BBQ GOLDFISH 180g
Flavour Blasted XTRA CHEDDAR GOLDFISH 180g
Flavour Blasted NACHO CHEDDAR GOLDFISH 180g
CHEDDAR GOLDFISH 200g, (other sizes available: 1.36 kg, 6x28g, 24x28g, 50x14g, 1.64 kg, 45g)
CHEDDAR GOLDFISH with WHOLE GRAIN 200g, (other sizes available: 6x26g)
COLOURS Cheddar GOLDFISH 200g, (other sizes available: 6x26g)

**Grahams:**

CHOCOLATE BROWNIE GOLDFISH GRAHAMS 180g
HONEY BUN GOLDFISH GRAHAMS 180g
CHOCOLATE CHIP GOLDFISH GRAHAMS 180g
S'MORES Goldfish Grahams 180g
Vanilla Cupcake Goldfish Grahams 180g

**GOLDFISH BAKED SNACK CRACKERS - FLAVOUR BLASTED ATOMIC BBQ 180 g**

INGREDIENTS: ENRICHED WHEAT FLOUR, VEGETABLE OIL (CANOLA AND SUNFLOWER), SEASONING (SUGAR, MALTODEXTRIN, TOMATO POWDER, MOLASSES POWDER, YEAST EXTRACT, CITRIC ACID, NATURAL FLAVOUR, SPICE [CONTAINS CELERY] AND HERB, ONION POWDER, GARLIC POWDER, COLOUR, DISODIUM GUANYLATE, DISODIUM INOSINATE), SALT, YEAST, SKIM MILK POWDER, BAKING POWDER, AMMONIUM BICARBONATE.

<b>Nutrition Facts</b>			
Per 34 crackers (20 g) / pour 34 craquelins (20 g)			
Amount	% Daily Value		
Calories 90			
Fat 3 g	5 %		
Saturated 0.3 g	2 %		
+ Trans 0 g			
Cholesterol 0 mg			
Sodium 180 mg	8 %		
Carbohydrate 14 g	5 %		
Dietary Fibre 0 g	0 %		
Sugars 1 g			
Protein 2 g			
Vitamin A	0 %	Vitamin C	0 %
Calcium	2 %	Iron	6 %

**GOLDFISH BAKED SNACK CRACKERS - FLAVOUR BLASTED XTREME CHEDDAR 180 g**

INGREDIENTS: ENRICHED WHEAT FLOUR, CHEDDAR CHEESE (MILK, BACTERIAL CULTURE, SALT, MICROBIAL ENZYME, ANNATTO), VEGETABLE OIL (CANOLA AND/OR SUNFLOWER), SEASONING (WHEY, CORN FLOUR, CHEDDAR CHEESE, ENZYME MODIFIED CHEDDAR CHEESE, MALTODEXTRIN, ONION POWDER, YEAST EXTRACT, GARLIC POWDER, SPICES [CONTAINS CELERY] AND SPICE EXTRACT, CITRIC ACID, LACTIC ACID, CALCIUM LACTATE, NATURAL FLAVOURS, BUTTER OIL), SALT, SUGAR, YEAST, AUTOLYZED BARLEY YEAST, BAKING POWDER, AMMONIUM BICARBONATE.

<b>Nutrition Facts</b>			
Per 34 crackers (20 g) / pour 34 craquelins (20 g)			
Amount	% Daily Value		
Calories 90			
Fat 3.5 g	5 %		
Saturated 0.5 g	3 %		
+ Trans 0 g			
Cholesterol 5 mg			
Sodium 180 mg	8 %		
Carbohydrate 13 g	4 %		
Dietary Fibre 1 g	4 %		
Sugars 1 g			
Protein 2 g			
Vitamin A	0 %	Vitamin C	0 %
Calcium	2 %	Iron	6 %

**GOLDFISH BAKED SNACK CRACKERS - FLAVOUR BLASTED ® NACHO 180 g**

INGREDIENTS: ENRICHED WHEAT FLOUR, VEGETABLE OIL (CANOLA, SUNFLOWER AND/OR SOYBEAN), CORN FLOUR, SEASONING (WHEY, ONION POWDER, CHEDDAR CHEESE, MALTODEXTRIN, GARLIC POWDER, DEHYDRATED TOMATOES, YEAST EXTRACT, BUTTERMILK, SKIM MILK POWDER, SPICE [CONTAINS CELERY] AND HERB, GUAR GUM, ANNATTO AND TURMERIC FOR COLOUR), CORN STARCH, SALT, NATURAL FLAVOUR, AUTOLYZED BARLEY YEAST, YEAST, SUGAR.

<b>Nutrition Facts</b>			
Per 34 crackers (20 g) / pour 34 craquelins (20 g)			
Amount	% Daily Value		
Calories 90			
Fat 3 g			5 %
Saturated 0.3 g			2 %
+ Trans 0 g			
Cholesterol 0 mg			
Sodium 160 mg			7 %
Carbohydrate 14 g			5 %
Dietary Fibre 1 g			4 %
Sugars 1 g			
Protein 2 g			
Vitamin A	0 %	Vitamin C	0 %
Calcium	0 %	Iron	6 %

## **GOLDFISH BAKED SNACK CRACKERS – CHEDDAR 200 g**

INGREDIENTS: ENRICHED WHEAT FLOUR, CHEDDAR CHEESE (MILK, BACTERIAL CULTURE, SALT, MICROBIAL ENZYMES, ANNATTO), VEGETABLE OIL (CANOLA AND/OR SUNFLOWER), SALT, YEAST, SUGAR, AUTOLYZED YEAST (BARLEY), SEASONING (CONTAINS CELERY, ONION POWDER), BAKING POWDER, AMMONIUM BICARBONATE.

<b>Nutrition Facts</b>			
Per 37 crackers (20 g) / par 37 craquelins (20 g)			
Amount	% Daily Value		
Calories 90			
Fat 3.5 g	5 %		
Saturated 1 g	5 %		
+ Trans 0 g			
Cholesterol 0 mg			
Sodium 170 mg	7 %		
Carbohydrate 13 g	4 %		
Dietary Fibre 1 g	4 %		
Sugars 0 g			
Protein 2 g			
Vitamin A	0 %	Vitamin C	0 %
Calcium	2 %	Iron	6 %

**GOLDFISH BAKED SNACK CRACKERS - MADE WITH WHOLE GRAIN CHEDDAR 180 g**

INGREDIENTS: WHOLE GRAIN WHEAT FLOUR, ENRICHED WHEAT FLOUR, VEGETABLE OIL (CANOLA AND/OR SUNFLOWER), CHEDDAR CHEESE (MILK, BACTERIAL CULTURE, SALT, MICROBIAL ENZYME, ANNATTO), SALT, YEAST, NATURAL FLAVOUR, YEAST EXTRACT, SEASONING (CONTAINS CELERY, ONION POWDER), BAKING POWDER, ANNATTO, AMMONIUM BICARBONATE.

<b>Nutrition Facts</b>	
Per 37 crackers (20 g) / pour 37 craquelins (20 g)	
Amount	% Daily Value
<b>Calories 90</b>	
<b>Fat 3 g</b>	<b>5 %</b>
Saturated 0.5 g	
+ Trans 0 g	<b>3 %</b>
<b>Cholesterol 5 mg</b>	
<b>Sodium 170 mg</b>	<b>7 %</b>
<b>Carbohydrate 14 g</b>	<b>5 %</b>
Dietary Fibre 1 g	<b>4 %</b>
Sugars 0 g	
<b>Protein 2 g</b>	
Vitamin A 0 %	Vitamin C 0 %
Calcium 2 %	Iron 6 %

**GOLDFISH BAKED SNACK CRACKERS – COLOURS** 180 g

INGREDIENTS: ENRICHED WHEAT FLOUR, CHEDDAR CHEESE (CULTURED MILK, SALT, ENZYMES), VEGETABLE OIL (CANOLA, SOYBEAN, SUNFLOWER), SALT, YEAST, NATURAL COLOURS (BEET JUICE CONCENTRATE, PAPRIKA, WATERMELON JUICE CONCENTRATE, TURMERIC, HUITO JUICE CONCENTRATE, ANNATTO), AUTOLYZED YEAST, SUGAR, SEASONING.

<b>Nutrition Facts</b>			
Per 37 crackers (20 g) / pour 37 craquelins (20 g)			
Amount	% Daily Value		
Calories 90			
Fat 3.5 g			5 %
Saturated 0.5 g			3 %
+ Trans 0 g			
Cholesterol 5 mg			
Sodium 150 mg			6 %
Carbohydrate 13 g			4 %
Dietary Fibre 1 g			4 %
Sugars 0 g			
Protein 2 g			
Vitamin A	0 %	Vitamin C	0 %
Calcium	2 %	Iron	6 %

**GOLDFISH GRAHAMS - CHOCOLATE BROWNIE** 180 g

INGREDIENTS: WHOLE GRAIN GRAHAM FLOUR, SUGAR, ENRICHED WHEAT FLOUR, VEGETABLE OIL (CANOLA, PALM KERNEL, PALM, SOYBEAN, SUNFLOWER), COCOA, SEASONING (NATURAL FLAVOUR, SUGAR, COCOA, MALTODEXTRIN), SEMI-SWEET CHOCOLATE (SUGAR, CHOCOLATE LIQUOR, DEXTROSE), SKIM MILK POWDER, BAKING SODA, CORN SYRUP SOLIDS, BAKING POWDER, SALT, NATURAL FLAVOURS, SOY LECITHIN.

<b>Nutrition Facts</b>	
Per 26 pieces (20 g) / par 26 craquelins (20 g)	
Amount	% Daily Value
<b>Calories 90</b>	
<b>Fat 3 g</b>	<b>5 %</b>
Saturated 0.5 g	3 %
+ Trans 0 g	
<b>Cholesterol 0 mg</b>	
<b>Sodium 85 mg</b>	<b>4 %</b>
<b>Carbohydrate 15 g</b>	<b>5 %</b>
Fibre 1 g	4 %
Sugars 7 g	
<b>Protein 1 g</b>	
Vitamin A	0 %
Vitamin C	0 %
Calcium	0 %
Iron	10 %

**GOLDFISH GRAHAMS - HONEY BUN 180 g**

INGREDIENTS: WHOLE GRAIN GRAHAM FLOUR, VEGETABLE OIL (CANOLA, PALM KERNEL, PALM, SOYBEAN, SUNFLOWER), ENRICHED WHEAT FLOUR, SUGAR, CORN STARCH, HONEY, SEASONING (SUGAR, MALTODEXTRIN, SPICES, CARAMELIZED SUGAR, NATURAL FLAVOURS, WHEY POWDER, MODIFIED CORN STARCH), BROWN SUGAR, MOLASSES, SKIM MILK POWDER, BAKING SODA, SALT, CORN SYRUP SOLIDS, BAKING POWDER, SOY LECITHIN.

<b>Nutrition Facts</b>	
Per 26 pieces (20 g) / par 26 craquelins (20 g)	
<b>Amount</b>	<b>% Daily Value</b>
<b>Calories 100</b>	
<b>Fat 3.5 g</b>	<b>5 %</b>
Saturated 0.5 g	
+ Trans 0 g	<b>3 %</b>
<b>Cholesterol 0 mg</b>	
<b>Sodium 100 mg</b>	<b>4 %</b>
<b>Carbohydrate 16 g</b>	<b>5 %</b>
Dietary Fibre 1 g	<b>4 %</b>
Sugars 5 g	
<b>Protein 1 g</b>	
Vitamin A	0 %
Vitamin C	0 %
Calcium	0 %
Iron	4 %

folic acid

\*contains 10% daily value of

**GOLDFISH GRAHAMS - CHOCOLATE CHIP 180 g**

INGREDIENTS: WHOLE GRAIN GRAHAM FLOUR, ENRICHED WHEAT FLOUR, VEGETABLE OIL (CANOLA, PALM KERNEL, PALM), SUGAR, CORN STARCH, SEMI-SWEET CHOCOLATE CHIPS (SUGAR, CHOCOLATE LIQUOR, COCOA BUTTER, DEXTROSE, SOY LECITHIN, MILK FAT), BROWN SUGAR, SALT, SKIM MILK POWDER, BAKING SODA, CORN SYRUP SOLIDS, BAKING POWDER, NATURAL FLAVOUR, SOY LECITHIN.

<b>Nutrition Facts</b>	
Per 26 pieces (20 g) / pour 26 craquelins (20 g)	
Amount	% Daily Value
<b>Calories 100</b>	
<b>Fat 4 g</b>	<b>6 %</b>
Saturated 1 g	5 %
+ Trans 0 g	
<b>Cholesterol 0 mg</b>	
<b>Sodium 95 mg</b>	<b>4 %</b>
<b>Carbohydrate 14 g</b>	<b>5 %</b>
Dietary Fibre 1 g	4 %
Sugars 6 g	
<b>Protein 2 g</b>	
Vitamin A 0 %	Vitamin C 0 %
Calcium 0 %	Iron 4 %

\*contains 10% daily value of folic acid

**GOLDFISH GRAHAMS - S'MORES** 180 g

INGREDIENTS: WHOLE GRAIN GRAHAM FLOUR, ENRICHED WHEAT FLOUR, SUGAR, DEHYDRATED MARSHMALLOWS (SUGAR, MODIFIED CORNSTARCH, CORN SYRUP, DEXTROSE, GELATIN, SODIUM PHOSPHATE), VEGETABLE OIL (CANOLA, PALM KERNEL, PALM), CORN STARCH, COCOA, HONEY, SEMI-SWEET CHOCOLATE (SUGAR, CHOCOLATE LIQUOR, DEXTROSE), BROWN SUGAR, SKIM MILK POWDER, MOLASSES, BAKING SODA, SALT, CORN SYRUP SOLIDS, BAKING POWDER, NATURAL FLAVOURS, SOY LECITHIN.

<b>Nutrition Facts</b>			
Per 35 pieces (20 g) / pour 35 craquelins (20 g)			
Amount	% Daily Value		
Calories 90			
Fat 3 g	5 %		
Saturated 1 g	5 %		
+ Trans 0 g			
Cholesterol 0 mg			
Sodium 85 mg	4 %		
Carbohydrate 15 g	5 %		
Dietary Fibre 1 g	4 %		
Sugars 7 g			
Protein 1 g			
Vitamin A	0 %	Vitamin C	0 %
Calcium	0 %	Iron	6 %

**GOLDFISH GRAHAMS - VANILLA CUPCAKE** 180 g

INGREDIENTS: WHOLE GRAIN GRAHAM FLOUR, ENRICHED WHEAT FLOUR, VEGETABLE OIL (CANOLA, PALM KERNEL, PALM, SOYBEAN, SUNFLOWER), SUGAR, CORN STARCH, BROWN SUGAR, FROSTING (SUGAR, MALTODEXTRIN, CORN FLOUR, NATURAL FLAVOUR, MEDIUM CHAIN TRIGLYCERIDES, SALT, CREAM, FRUIT AND VEGETABLE JUICE CONCENTRATES FOR COLOUR [RADISH, PUMPKIN, TOMATO, APPLE, SWEET POTATO, CHERRY] SOY LECITHIN), NATURAL FLAVOUR, SALT, SKIM MILK POWDER, BAKING SODA, VANILLA EXTRACT, CORN SYRUP SOLIDS, BAKING POWDER.

<b>Nutrition Facts</b>	
Per 23 pieces (20 g) / pour 23 craquelins (20 g)	
Amount	% Daily Value
<b>Calories 90</b>	
<b>Fat 3.5 g</b>	<b>5 %</b>
Saturated 1 g	5 %
+ Trans 0 g	
<b>Cholesterol 0 mg</b>	
<b>Sodium 100 mg</b>	<b>4 %</b>
<b>Carbohydrate 14 g</b>	<b>5 %</b>
Dietary Fibre 1 g	4 %
Sugars 5 g	
<b>Protein 1 g</b>	
Vitamin A 0 %	Vitamin C 0 %
Calcium 0 %	Iron 2 %

\*contains 10% daily value of folic acid

## Appendix C: Summary of the Uniform Nutrition Criteria

Please see

<http://www.adstandards.com/en/childrensinitiative/CAIUniformNutritionCriteriaWhitePaper.pdf>