



Canadian Children's Food and Beverage Advertising Initiative

**Janes Family Foods Ltd - Commitment**

**A. Identifying Information**

Janes Family Foods Ltd  
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This Commitment applies to all Janes-branded products marketed in Canada by Janes Family Foods Ltd

**B. Core Principles**

**1. Advertising Messaging and Content**

Janes Family Foods Ltd ("Janes") does not advertise in any media directed primarily to children under 12. If we decide in future to do so, we will immediately notify Advertising Standards Canada and will submit a revised Commitment for their approval.

**2. Use of Licensed Characters**

Janes does not currently use third party Licensed Characters in its advertising. If we decide in future to do so, we will immediately notify Advertising Standards Canada and will submit a revised Commitment for their approval.

**3. Product Placement**

Janes will not pay for, or actively seek any to place its products in the program/editorial content of any medium primarily directed to children under the age of 12.

**4. Use of Products in Interactive Games**

Janes does not currently include its products in interactive games. If we decide in future to do so, we will immediately notify Advertising Standards Canada and will submit a revised Commitment for their approval.

## **5. Advertising in Schools**

Janes does not advertise in elementary schools.

## **6. Paid-Word-of-Mouth Advertising**

Janes does not currently advertise its products to children under 12 via the medium of word-of-mouth advertising.

## **7. Cellphones and PDAs**

Janes does not currently advertise its products to children under 12 via these media.

## **8. DVD Advertising and Sponsorship**

Janes does not currently advertise on nor sponsor DVDs of “G” rated movies that are primarily directed to children under 12. Neither does it advertise on or sponsor other DVDs whose content is primarily child-directed.

## **9. Implementation Schedule**

This revised commitment is effective as of January 1<sup>st</sup> 2010. We will notify Advertising Standards immediately of any amendments and will submit a revised Commitment for their approval.

## **C. Supporting Data**

To determine if advertising is directed primarily to children under 12, Janes is using the following definition:

Advertising directed to children refers to commercial messages for a product in any medium (i.e. television, radio, print or Internet) where one or more of the following conditions are present:

- a) the users of the particular medium or audience of the program are solely, or substantially, children;
- b) the message is presented in such a way that it appeals directly to children, or
- c) in the case of television, the commercial message appears during, just before or just after a program that, according to the broadcaster, is targeted to the under-12 audience.

For the purposes of this initiative, “substantially” means 35% or greater