

BBB CHILDREN'S FOOD AND BEVERAGE ADVERTISING INITIATIVE

2011 CEREALS SNAPSHOT (DECEMBER 2011)

Introduction

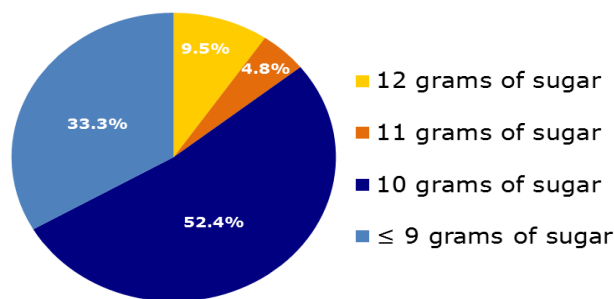
Cereals, a wholesome breakfast choice,¹ and frequently advertised to children by CFBAI participants, have experienced dramatic changes under self regulation. The CFBAI participants have reformulated many ready-to-eat (RTE) cereals to reduce sugars, fats or sodium and to increase positive nutrients, or introduced new products to meet nutrition standards. Participants also have discontinued advertising some products to children, and have even stopped selling some varieties. All of the cereals provide a robust package of essential vitamins and minerals, and many contain whole grains.

This snapshot provides an overview of the nutritional content of RTE cereals that meet participants' nutrition standards and that they may advertise to children.² This analysis reports on calories, saturated and *trans* fats, sodium and sugars. It also reports on whole grain content and seven specific nutrients: those that are nutrients of concern according to the Dietary Guidelines for Americans 2010 (calcium, fiber, potassium, vitamin D) and nutrients that are referenced in FDA's definition of "healthy" and that are required to be listed on the Nutrition Facts Panel (iron, vitamins A & C). Virtually all of these cereals meet FDA's definition for "healthy" products.

Nutrient Snapshot Per Serving

- Vitamin and Mineral Rich.
 - All are at least a good source of vitamin A
 - 81% are a good source of vitamin C
 - All are a good source of vitamin D; 33% are an excellent source of vitamin D
 - All are a good source of iron; 57% are an excellent source of iron
- Whole Grains. More than 60% provide at least 8 grams of whole grains
- Calories. All contain ≤ 130 calories
- Sodium. All contain ≤ 220 mg sodium
- Saturated Fat. All have ≤ 1 gram of saturated fat; more than 60% have 0 grams of saturated fat
- Trans Fat. All have 0 grams of *trans* fat
- Sugar Content.
 - 86% contain ≤ 10 grams of sugar per serving
 - 14% contain 11-12 grams of sugar per serving

Figure 1: Sugar Content of Cereals Participants May Advertise to Kids



¹ Empirical data consistently show that frequent cereal eaters tend to have healthier body weights than those who don't eat cereal. A.M. Albertson *et al.*, *The Relationship between Ready-to-Eat Cereal Consumption Categorized by Sugar Content and Body Measures in American Children: Results from NHANES 2001-06*, 23 FASEB J. 550.22 (April 2009) (Meeting Abstracts).

² This overview reflects the formulations of 21 cereals on the CFBAI's September 2011 approved product list. The participants may have other products that meet their nutrition standards that are not advertised to children.

Sugar Content Reductions

Before the CFBAI was started, some cereals advertised to children had 15 or 16 grams of sugars per serving. Under the CFBAI, participants committed to advertise only cereals with no more than 12 grams added sugars per serving (or a comparable limit based on percentage of calories or weight).³ This required many products to be reformulated to meet that limit. Since 2007, sugar reductions have ranged from about 10% to more than 25%. Now, as shown in Figure 2, 86% of cereals contain less than 10 grams per serving, up from 52% last year.⁴

Sugar Content (grams)	2009	2010	First Half 2011	Second Half 2011
≤ 9	16%	16%	24%	33%
≤ 10	41%	52%	84%	86%
11 or 12	60%	48%	16%	14%

Participants' Cereal Facts⁶

- *General Mills* announced in December 2009 that over time it would reduce sugars in its cereals to single digits. The cereals General Mills currently advertises to children:
 - All contain ≤ 10 grams of sugars per serving,
 - All contain ≥ 8 grams of whole grains,
 - Virtually all are an excellent source of iron, and
 - All are a good source of calcium, vitamin A, vitamin C and vitamin D.
- *Kellogg* reformulated many of its U.S. cereals in 2008 and decreased their sugar content. It has further improved the nutrient content of its cereals over time.
 - Decreased sugar 20 – 30% in the most popular kid advertised cereals,
 - Increased fiber to at least a good source and added ½ serving (8 grams) of whole grains to its most popular kid's cereal,
 - All are a good source of vitamin A and vitamin D,
 - Nearly 60% are an excellent source of vitamin C (the remainder are a good source), and
 - Virtually all (86%) are an excellent source of iron (the remainder are a good source).
- *Post Foods* amended its pledge in 2011 to set a sugars criterion of ≤ 11 grams per serving (down from 12 grams per serving). Currently, all the cereals it advertises to children are:
 - An excellent source of vitamin D,
 - A good source of iron, and
 - A good source of vitamin A.

In addition, Post Foods recently launched a new product, *Pebbles Boulders*, with 16 grams of whole grains and 8 grams of sugars per serving.

³ Cereals are not a significant source of sugar in the diets of the U.S. population ages 2 years and older. Only 3.8% of added sugars came from RTE cereals according to NHANES 2005-2006 data. Dietary Guidelines For Americans 2010, Figure 3-6, at p. 29. Similarly, for children aged 4-12, RTE cereals account for only 4% of calories on average and 5% of total sugars. Centers for Disease Control and Prevention and National Center for Health Statistics, National Health and Nutrition Examination Survey Data (2005-06), available at <http://www.cdc.gov/nchs/nhanes.htm>.

⁴ This results from new product introductions, reformulation of existing products, and from business decisions to remove some cereals from CFBAI's list of approved products (i.e., products that meet nutrition criteria and that participants have indicated may be advertised to children).

⁵ Our analysis begins in 2009 because that is when the pledge commitments of two leading cereal manufacturers went fully into effect.

⁶ In 2011 PepsiCo did not include RTE cereals in its advertising to kids under 12 plans.