



**Statement of Elaine Kolish, Vice President,
Children's Food and Beverage Advertising Initiative
Council of Better Business Bureaus**

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"Self Regulation is working and has brought about meaningful changes in the food marketing to kids environment. From major candy companies deciding to no longer advertise to children under 12 to cereal companies substantially decreasing the sugar content of popular kids' cereals, the CFBAI's participants have voluntarily made significant changes in their advertising practices to kids.

Under self regulation, CFBAI's participants are meeting the Institute of Medicine's 2006 call for action for food companies to advertise foods that are lower in calories, fats, sugars and sodium and that are more nutrient dense. The CFBAI's development of new category-specific uniform nutrition criteria is another step forward that will accelerate these positive developments.

The Interagency Working Group (IWG) requested alternatives based on the government's definition of "healthy" and "disclosure" amounts and the CFBAI's criteria is exactly such an alternative. These criteria are based on, or closely aligned with, government definitions of what it means to be a "healthy" product, other government standards, and Institute of Medicine's reports for school meals and other foods sold in schools.

The IWG has recognized the CFBAI's criteria, which have been *voluntarily* adopted by most leading food companies, as a significant development that should be taken into account in its report to Congress. We all share the same goal – we want healthy children and there is so much that can and should be done to achieve that goal. If we work together and ratchet down the rhetoric, we can achieve that goal much faster."

For more information, download the [CFBAI Fact Sheet](#) or visit <http://www.bbb.org/us/children-food-beverage-advertising-initiative/>.