



MARKETING RESPONSIBLY AND PROMOTING CHILDREN'S WELLBEING

Canada's food and beverage manufacturers play an important role in promoting the health and wellbeing of Canadians. It's a responsibility Food & Consumer Products Canada (FCPC) and our member companies take seriously, and one we invest in every day.

The health and wellbeing of Canada's children is a vital concern. If they can learn early on to make healthy dietary choices and enjoy daily physical activity and sports, chances are they'll grow to be healthy, empowered adults. That's why FCPC members devote particular effort and investment to kids. We do this by using our child-directed marketing dollars to promote healthier products and lifestyles and to invest in national community-based food and fitness programs – giving Canadian kids access to healthy breakfasts, team sports, track and field and giving generously to food banks.

FCPC members are providing Canadians with more and healthier food options than ever before. We are constantly reformulating and introducing new products to respond to evolving science and growing public health concerns, while satisfying today's consumer tastes and lifestyles. Reaching into virtually every Canadian household, FCPC members are dedicated to meeting these complex needs with safe, nutritious and affordable products. And, we work hard to inform and empower consumers so they can make the choices that are right for them and their families.

In its 2004 *Global Strategy on Diet, Physical Activity and Health*, the World Health Organization (WHO) laid out a series of measures for governments, civil society and industry to promote and protect public health and combat the rise of non-communicable disease. Industry is doing its part.

FCPC member companies balance the needs and tastes of consumers with the evolving health and wellbeing priorities of government and society in four ways:



Creating new, healthier products and categories



Reformulating existing products and categories



Educating and empowering Canadians to make healthier choices and develop balanced nutrition and activity patterns



Partnering with government and stakeholders to develop sound, evidence based health and wellbeing policies

This report and its companions offer a snapshot of the progress we've made in responding to the challenge, and how we continue to implement the WHO's recommendations, including responsible marketing.

FCPC MEMBERS: LEADING RESPONSIBLE MARKETING IN CANADA

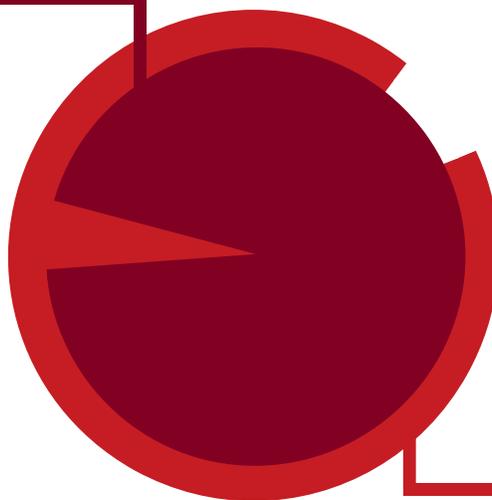
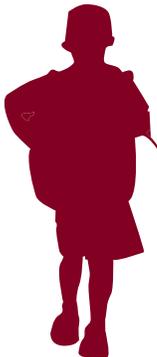
FCPC's member companies are committed to advertising and marketing products to Canadians in a responsible way – especially when it comes to children. Promoting healthy lifestyles for kids, and providing them with the knowledge needed to make healthy life choices, is key to building lifelong nutrition and fitness habits.

KEY FACTS

FCPC members support responsible marketing practices through organizations such as The Canadian Children's Food and Beverage Advertising Initiative (CCFBAI), where industry directs its creative and marketing resources to promote and support healthy food choices and active lifestyles to children under 12.

94%

94% of FCPC member companies surveyed don't market to children under 12



91%

91% of FCPC member companies surveyed actively contribute to encouraging healthy lifestyles for kids

CANADA'S STRONG REGULATORY FRAMEWORK

Canada has one of the strongest frameworks in the world for regulating advertising directed to children under 12 years of age. It is often referred to as the standard by which other countries' systems are measured, and is frequently cited by influential groups such as the World Health Organization.

Canada's system includes pre-clearance of food commercials under the provisions of the Food and Drugs Act and the Canadian Food Inspection Agency's Guide to Food Labeling and Advertising, and pre-clearance for children's food and beverages against the requirements of the Canadian Association of Broadcasters' Broadcast Code for Advertising to Children.

The Canadian system has been established and working effectively for over 25 years. The codes of conduct that make up the system are reviewed regularly and updated to keep pace with societal changes that are in the best interests of children.

THE CANADIAN CHILDREN'S FOOD AND BEVERAGE ADVERTISING INITIATIVE: CONSTANTLY EVOLVING

Campbell's



PEPSICO

Nestlé

MARS

Kellogg's



GENERAL MILLS



Unilever

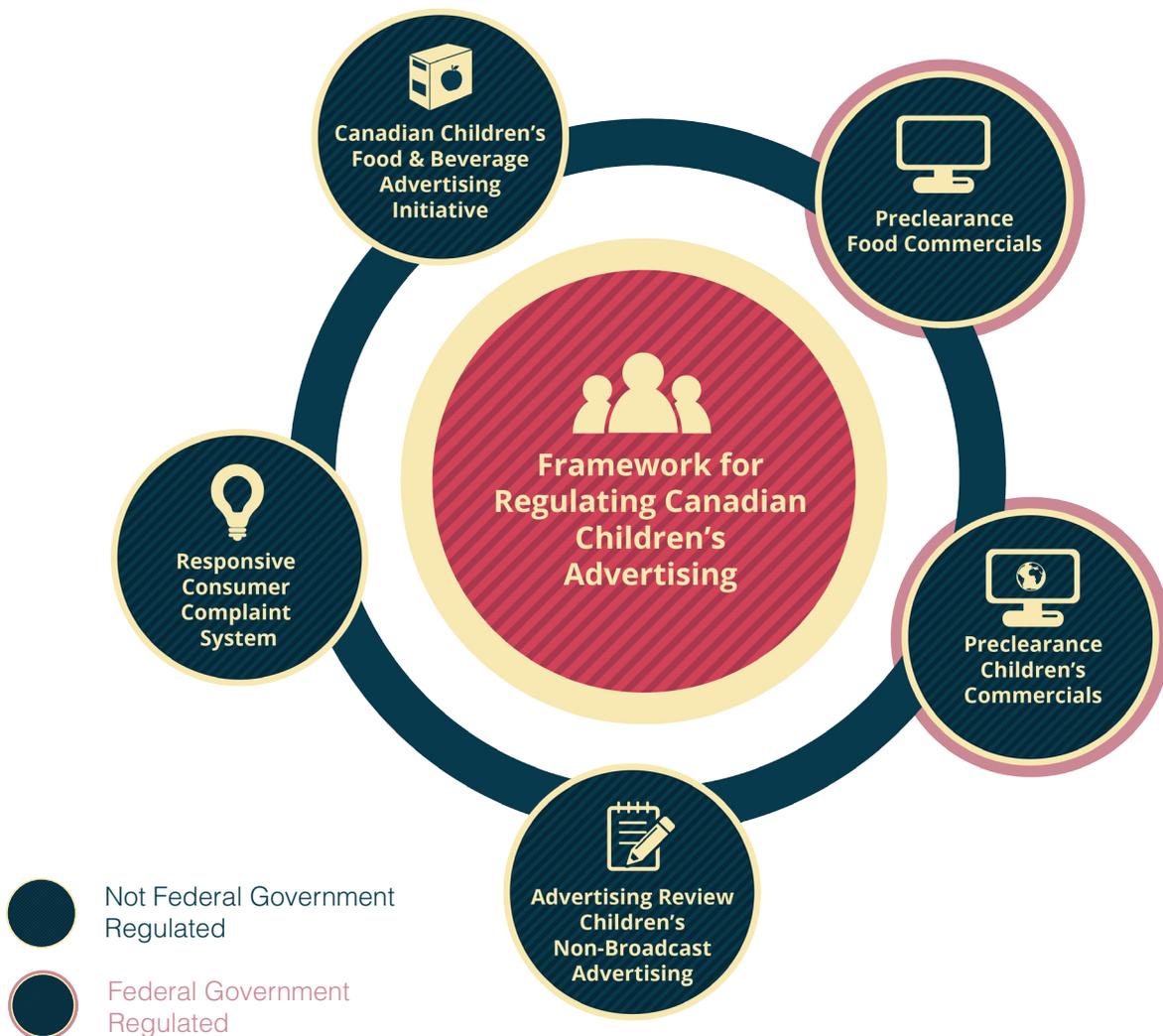


Mondelez
International

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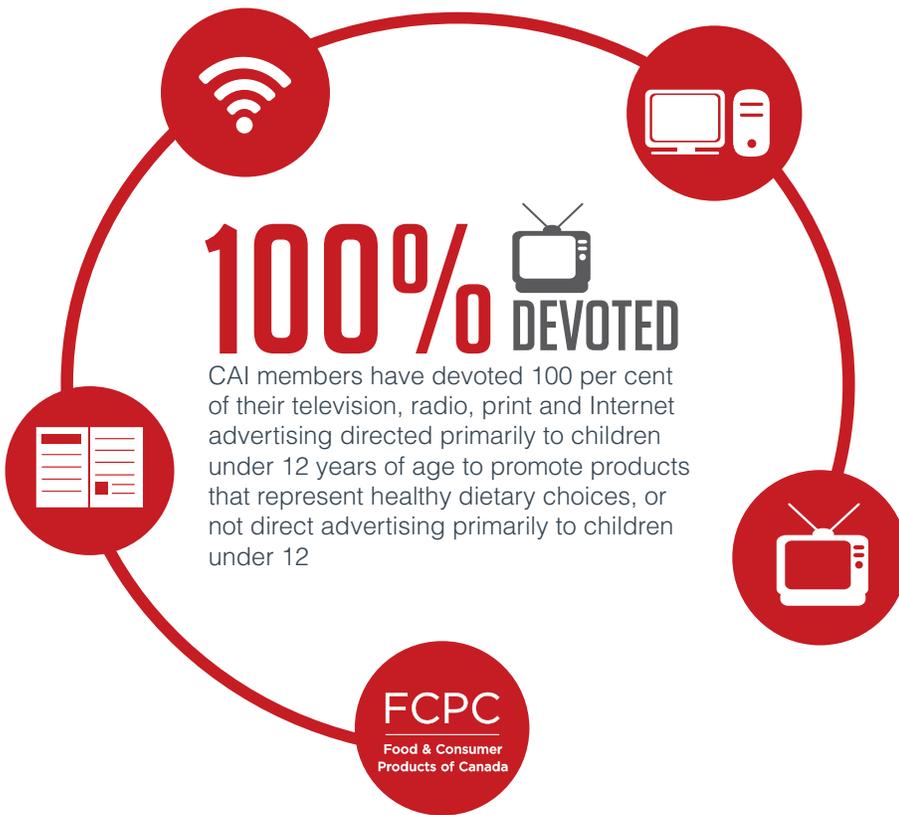
Industry has gone beyond the regulatory requirements set out by the government. FCPC has been a driving force behind the Children's Advertising Initiative (CAI), a voluntary initiative by leading Canadian food and beverage companies (Participants). In April 2007, Participants announced their collaborative commitment to use their creativity and marketing activities to promote and support healthy dietary choices and healthy lifestyles to children under 12 years of age.

Through the CAI, Participants have shifted and are continuing to shift their advertising and marketing emphasis to foods and beverages that are consistent with the principles of sound nutrition for children, including those that are lower in total calories, fats, salts and added sugars, in support of developing healthy dietary habits.



CHILDREN'S ADVERTISING INITIATIVE

Under the CAI, Participants have committed to not advertise to children under 12 years of age; and the balance have committed to include only better-for-you products* in child-directed advertising**



To date, science-based, company-specific nutrition criteria have worked to drive a significant shift in the foods and beverages advertised to children under 12 years of age. The *Advertising Messaging and Content Core Principle* has required that each Participant's nutrition criteria be based on respected national and international scientific reports and guidelines, including those published by Health Canada and the US Institute of Medicine (IOM). Examples include Eating Well with Canada's Food Guide (Canada's Food Guide), which provides population-based dietary guidance, The Food and Drugs Act and Regulations and the CFIA Guide to Food Labeling and Advertising (CFIA Guide), which set out permissible claims for foods, including nutrient content and health claims.

Other Principles of the CAI Include:



Incorporate only products that represent healthy dietary choices or include healthy lifestyle messages in interactive games primarily directed to children under 12 years of age



Promote products that represent healthy dietary choices, or not direct advertising primarily to children under 12



Reduce the use of third-party licensed characters in advertising directed primarily to children under 12 that does not meet the Children's Advertising Initiative criteria for healthy dietary products or healthy lifestyle messaging



Not pay for or actively seek to place food and beverage products in program/editorial content of any medium primarily directed to children and not advertise food or beverage products in elementary schools: pre-kindergarten through Grade 6

*The terms "better-for-you" and "healthy dietary choices" are used interchangeably
**"Child-directed advertising" is used interchangeably with "advertising directed primarily to children under 12 years of age"

PROMOTING CHILDREN'S WELLBEING

25

The FCPC companies listed below have all demonstrated their commitment to improving health and wellness in communities across Canada.



A. Lassonde Inc. supports many food banks and shelters across Canada, and supports over 700 community organizations.



Bellisio Foods supports the Food4Kids Program, which provides healthy food packages to children aged 5 to 14 years with limited or no access to food on weekends. These packages of healthy food are prepared by volunteers and delivered to schools every Friday, to ensure that children have access to nourishing food over the weekend. Each food package contains kid-friendly, non-perishable and easy-to-prepare meals with maximum nutrient value.



Bonduelle donates food products to youth centers throughout Quebec's St Denis region and supports several 4H Agriculture Club activities. Additionally, Bonduelle donates vegetables to the Teen Challenge Farm, a residential care facility that rehabilitates youth with drug and alcohol dependencies.



Burnbrae works with the Children's Breakfast Club, a not-for-profit charitable organization that believes every child is entitled to a nutritious breakfast. An estimated 4,000 meals are served every week by over 20 Children's Breakfast Clubs across the Greater Toronto Area.



Campbell's Labels for Education program awards schools and institutions with free educational equipment, ranging from sports and video equipment to musical instruments and computers. With a focus on instilling healthy eating and living habits in children, the Labels for Education program allows participating schools to exchange labels from Campbell products for educational resources.



Canada Dry Mott's' Let's Play community partnership aims at getting kids and families active nationwide. It works with KaBOOM and Good Sports to bring new equipment to playgrounds and communities in need. Canada Dry Mott's is a United Way corporate sponsor, and sponsors teen sports teams to encourage physical activity.



Clearwater Seafoods' corporate donation program focuses on children's health and wellness initiatives, and supports its local children's hospital and community organizations.



Coca Cola Canada partners with ParticipACTION and the Boys and Girls Clubs of Canada to enable teens to adopt more healthy, active lifestyles. To date, Coca Cola Canada has enabled over 280,000 teens to get active across Canada. Additionally, Coca Cola Canada partners with the Breakfast Clubs of Canada to provide nutritious breakfasts to over 100,000 children in Canada a day, and has launched a nutrition education campaign in the far north with the Canadian Institute of Child Health.



ConAgra is a proud sponsor of The Grocery Foundation, an Ontario-based not for profit which represents leaders from Canada's grocery industry. To date, the Foundation has raised over \$75 million, which has gone towards over 250 organizations across the province to meet a number of health and wellness needs, including providing nutritious breakfasts and snacks for school-aged students. ConAgra's Healthy Choice brand supports the Heart and Stroke Foundation, Kids Help Phone, and Breakfast Clubs of Canada.



Over the past several years, Connors Bros. Clover Leaf Seafoods has supported various sports-based fundraisers, including the Tour For Kids Cycling Adventure, the Benchberry 5k Run in support of the Big Brothers and Big Sisters of Niagara, and the Mcknight Hockey Tournament for 5 and 6 year olds. Connors Bros. Clover Leaf Seafoods supports the Jennifer Ashley Foundation which assists teens diagnosed and living with cancer.



General Mills contributes 1 million plus pounds of food to the Canadian Association of Food Banks each year. Daily Bread Food Banks has listed General Mills as one of their top 5 food companies for the past 3 years. General Mills also supports 200 plus breakfast programs in the Peel Region through the Breakfast for Kids, and supports the Grocery Foundation coupon program each year.



Hain Celestial partners with FoodShare and Fresh Choice Kitchens, organizations which seek to get healthy food on family tables by educating on healthy cooking and eating.



2014 marked the 36th year of Hershey's Track and Field Games, the largest youth activity program of its kind in North America. For more than three decades, the Games has been a great entry point for kids aged 9 to 14 to get active and become engaged in a balanced lifestyle. More than 3,000 local communities organize Hershey Track & Field events annually, with representatives from each state, province and territory winning an all-expenses paid trip to Hershey, PA for the North American Final. By working with strategic partners Key Club/Kiwanis International, the National Recreation and Park Association, the National Association for Sport and Physical Education and Athletics Canada, the Games provide opportunities for children to engage in an active lifestyle.



Heinz Canada supports Ronald McDonald House, President's Choice Children's Charities, Food Banks of Canada, and many more charitable organizations and initiatives across Canada.



In February 2013, the WK Kellogg Foundation launched Breakfasts for Better Days, a global hunger relief initiative that has pledged to provide one billion servings of cereal and snacks to children and families worldwide who need it most by the end of 2016. Further, Kellogg's Canada has pledged to expand breakfast club programs to help 1 in 7 Canadian children who live in poverty and are at risk of going to school on an empty stomach.



Kraft Canada actively supports and promotes healthy, active lifestyles through its partnership with the Boys and Girls Clubs of Canada. In 2013, Kraft and the Boys and Girls Clubs partnered to pilot a program called Strong Boys Strong Girls, which aims to study the impact of gender-based programming. Kraft Canada is also involved in helping Canadian communities get more active through the Kraft Celebration Tour and Kraft Hockeyville. Over the past ten years, Kraft has given away millions of dollars to improve local hockey arenas and create or improve recreation facilities in communities across Canada.



Mars sponsors Uncle Ben's Beginners Cooking Program, which aims to educate children in the kitchen, inspiring families to cook nutritious meals in the household. The program hosts an annual contest asking children in grades K to 8 to submit home videos of their families preparing rice-based dishes and discussing their experience cooking together, in which Uncle Ben's gives away over \$165,000 in cash and prizes.



Last year alone, McCain Foods (Canada) donated more than \$1 million in cash and food to Food Banks of Canada, a registered charity and national association representing 10 provincial members and more than 450 food banks and programs across Canada.



Mead Johnson has partnered with St. Mary's Home since 2009, a social service agency that provides services for young pregnant women, young moms and dads and their infants, and young children, providing them with the best start in life. Mead Johnson's contribution to the program provides a hot lunch to participants, and provides formula to the Home to assist mothers with newborn babies.



Mondelez participates in Share Joy! a corporate community giving program where manufacturing operations support local community organizations that make up Mondelez's corporate pillars of healthy active living.



Nestlé supports The Grocery Foundation's annual Toonies for Tummies campaign, which raises money at more than 1,000 participating Ontario grocery stores. One hundred percent of money raised at grocery store checkout counters by this campaign goes back into the community, to provide breakfasts and nutritious snacks for students at local schools.



PepsiCo Canada's charitable foundation, the Pepsi Foundation, raises and distributes funds to support underprivileged children and youth with their health and wellbeing. Donations from the Pepsi Foundation support organizations including the YMCA, ONEXONE and Youth In Motion.



As well as being a corporate sponsor of the United Way and the Canadian Hockey League, Post Foods Canada regularly donates products to Food Banks Canada and participates in Concerned Children's Advertising initiatives in schools.



SC Johnson supports many youth- and family-focused charities, including Breakfast for Learning, the Brantford Food Bank, Boys & Girls Club of Canada, and the Canadian Red Cross.



Becel is a proud sponsor of the Hellman's Real Food Movement and Grant Program, which celebrates the importance of involving kids in food education and preparation. Between 2010 and 2012, the Hellman's Real Food Grant Program gave over \$320,000 to individuals, communities and organizations committed to connecting Canadians with real food.



Wrigley Canada is a proud sponsor of United Way and Hockey Canada. It also supports the Thorncliffe Community Neighbourhood Office to support the operation of a summer camp.

About FCPC

Food & Consumer Products Canada (FCPC) is the national industry association representing companies that manufacture and distribute food, beverage and consumer products in Canada. As the largest manufacturing employer in the country, our industry employs more than 300,000 Canadians. In addition to being a key driver in Canada's economy and communities, food and beverage companies play an important role in supporting and promoting the health of Canadian families and communities.

Report Methodology

In order to gain greater insight into members' efforts to develop and promote healthier products for Canadian consumers, FCPC distributed a detailed survey to member companies in late 2013. We distributed two separate surveys: one for food and beverage companies, and one for consumer product companies. In total, 37 manufacturing member companies responded, and their answers were analyzed and categorized. The detailed information they provided has informed this report.

Among the topics covered by the surveys were:

- Product composition for new and reformulated products;
- Availability of healthier products in the Canadian marketplace;
- Changes to packaging to promote healthier product consumption;
- Corporate and community health and wellness initiatives;
- Marketing and consumer outreach; and
- Considerations in developing and reformulating healthier products.