Recommendation Extract

Cereal FACTS: Food Advertising to Children and Teens Score

The purpose of this report is to quantify improvements reported by cereal companies and the CFBAI. The findings in this report document cereal companies’ progress in contributing to critical public health objectives.

Recommendations

Cereal companies have expressed a commitment to foster public health and be part of the solution to childhood obesity. However, they cannot do so by making incremental improvements in the sugar and sodium content of children’s cereals, while continuing to aggressively market these products (their least nutritious cereals) to children as young as two years old.

We have asked cereal companies to stop advertising their least nutritious products directly to children, not to stop selling these products. Advertising to children increases product sales, but it is not a prerequisite for companies to sell their product.

The bottom line is that if General Mills, Kellogg, and Post truly want to help parents raise healthy children they must:

- Significantly reduce the hundreds of advertisements for high-sugar cereals that children see every years; and
- Use their substantial resources and creativity to find ways to encourage children to consume the healthful products in their portfolios.

We urge them to do the right thing for children’s health.