

## **MEDIA RELEASE**

### **Ad Standards Releases 2016 Compliance Report on Canadian Children’s Food and Beverage Advertising Initiative**

**TORONTO, October 12, 2017** – Ad Standards today released *The Canadian Children’s Food and Beverage Advertising Initiative: 2016 Compliance Report*. The *Report* found that all companies participating (Participants) in the Canadian Children’s Food & Beverage Advertising Initiative (CAI) complied fully with their program commitments from January 1 – December 31, 2016. As Canada’s national, independent advertising industry self-regulatory body, Ad Standards serves as the CAI program administrator.

“The CAI is a living program that has evolved significantly since its inception in 2007. The scope of the program has been expanded to include advertising in digital media, and since 2016, in order to be advertised to children under 12 years of age, products must meet uniform nutrition criteria that set limits for calories, sugar, sodium and saturated fat, and also set criteria for nutrients to encourage” said Jani Yates, President & CEO, Ad Standards. “Participants are committed to improving the landscape of food and beverage advertising in child-directed media through this successful self-regulatory program.”

The Participants reviewed in the Report are: Campbell Company of Canada; Coca-Cola Ltd.; Danone Inc.; Ferrero Canada Ltd.; General Mills Canada Corporation; Hershey Canada Inc.; Kellogg Canada Inc.; Kraft Canada Inc.; Mars Canada Inc.; McDonald’s Restaurants of Canada Limited; Mondelēz Canada; Nestlé Canada Inc.; Parmalat Canada Inc.; PepsiCo Canada ULC; Post Foods Canada Inc.; Unilever Canada Inc. and Weston Bakeries Limited.

The complete 2016 report is available at: [adstandards.ca/childrensinitiative](http://adstandards.ca/childrensinitiative)

#### **The Canadian Children’s Food and Beverage Advertising Initiative**

The CAI was launched by Canada’s food and beverage industry in April 2007. It was developed to shift the landscape of child-directed advertising in Canada (outside of Quebec) to the promotion of better-for-you products. The CAI complements the existing rigorous Canadian framework for regulating advertising to children. Under the CAI, leading Canadian food and beverage advertisers have committed to either not direct advertising primarily to children under the age of 12, or to shift their advertising to products that are consistent with category-specific uniform nutrition criteria. The program covers food and beverage advertising directed primarily to children across traditional and new media including television, radio, print, Internet, DVDs of G-rated movies, video and computer games, and mobile.

#### **About Ad Standards**

Ad Standards is the national, independent, not-for-profit advertising self-regulatory body. We are committed to fostering community confidence in advertising and to ensuring the integrity and viability of advertising in Canada through responsible industry self-regulation. Ad Standards administers the *Canadian Code of Advertising Standards*, the principal instrument of advertising self-regulation in Canada, and a national mechanism for accepting and responding to consumers’ complaints about advertising.

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