



GENERAL MILLS

## **Canadian Children's Food and Beverage Advertising Initiative General Mills Commitment**

General Mills Canada Corporation is pleased to submit its Commitment under the Canadian Children's Food and Beverage Advertising Initiative (the CCFBAI). The CCFBAI is a voluntary self-regulation program currently comprised of 19 of the largest food and beverage companies in Canada. By advancing and hastening a shift in the mix of messaging to encourage healthier dietary choices and healthier lifestyles in advertising to children under 12, the CCFBAI represents a significant step forward. General Mills Canada Corporation is proud to be a charter member of the CCFBAI and is fully supportive of its goals. As an industry leader, General Mills Canada Corporation is committed to maintaining the highest standards for responsible advertising to children. We have a long history of advocating increased levels of physical activity and support of fitness programs, particularly for children, in public policy arenas and through various private sector initiatives. Company initiatives such as the General Mills Champions for Healthier Kids grant program reflects our ongoing support for youth nutrition and fitness initiatives. The scope and breadth of our Commitment under the CCFBAI demonstrates General Mills Canada Corporation's continuing commitment to high standards and to providing clear leadership on this important issue.



## A. Identifying Information

1. The corporate name and address of the Participant.

### **Company Name & Address**

General Mills Canada Corporation  
5825 Explorer Drive,  
Mississauga, Ontario  
L4W 5P6  
905-212-4000  
Fax: 905-212-4122  
Web site: <http://www.lifemadedelicious.ca>

2. The name and contact information of an individual(s) responsible for overall implementation of the Commitment.

### **Commitment Implementation**

Dale Storey  
Vice President, Marketing  
dale.storey@genmills.com 905-212-4000

3. The name of the specific entity or entities covered by the Commitment.

General Mills Canada Corporation

4. The name of each brand and/or product line that meets the nutrition criteria.

Apple Cinnamon Cheerios™  
Chocolate Cheerios™  
Cinnamon Toast Crunch™  
Honey Nut Cheerios™  
Lucky Charms™  
Chocolate Lucky Charms™  
Special Edition Minions™ Cereal  
Yoplait Tubes®  
Cinnamon Toast Crunch™ Treats  
Disney© Frozen Soft Baked Snacks  
Minions™ Soft Baked Snacks  
Fruit Flavoured Snacks  
Fruit Gushers™ Fruit Flavoured Snacks  
Fruit by the Foot™ Fruit Flavoured Snacks  
Fruit Roll-ups\* Fruit Flavoured Snacks

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## **B. Core Principles**

1. An overview of the manner by which the Participant intends to comply with the Advertising Messaging principle. Core Principles – Pledge should incorporate the core principles recognized in the Core Principles document effective January 2016.

### **General Mills Canada Corporation will only advertise Healthier Dietary Choices to children under 12.**

General Mills Canada Corporation will commit to only advertise Healthier Dietary Choices to children under 12. As discussed in detail in Sections 2(d) and 2(e). The Healthier Dietary Choice standard is based on dietary recommendations and regulations from Canadian and international government authorities. The standard takes into account the calorie and overall nutrient or food group contribution of a food product. Because the Healthier Dietary Choice standard rests on key elements of nutrition, it will be applied consistently across all types of General Mills Canada Corporation products.

This Commitment applies to all of the following types of media: television, radio, print, internet (i.e., third-party websites and company-owned websites), video and computer games rated “Early Childhood” or “EC”, and other video/computer games that are age graded on the label or packaging as being primarily directed to children under 12, DVDs whose content is primarily child directed, cell phones and PDAs, and word-of-mouth advertising when it is primarily directed to children under 12.

### **General Mills Canada Corporation will apply this guideline to 100% of products advertised in all media primarily directed to children under 12.**

One-hundred per cent of General Mills Canada Corporation advertising in media primarily directed to children under 12 will be for products that represent Healthier Dietary Choices, as defined in the Canadian Children’s Food and Beverage Advertising Initiative Uniform Nutrition Criteria by Product Category – available on the Advertising Standards Canada website (<http://www.adstandards.com/en/childrensinitiative/CAIUniformNutritionCriteriaWhitePaper.pdf>) and attached with this document as Appendix A.

### **General Mills Canada Corporation will not target any advertising to preschool children, defined as children under six year of age, for any product, regardless of the product’s nutritional profile.**

### **General Mills Canada Corporation advertising will continue to reinforce positive, healthier lifestyle choices.**

#### **Balance, Moderation and Exercise**

It is our goal to help families and children address health and wellness issues by focusing on three steps to healthier living. We call this our Balance, Moderation and Exercise strategy:

- **Balance:** encourage families/children to understand and follow nutritional guidelines for a balance diet of healthier and nutritional foods.
- **Moderation:** encourage families/children to eat sensible portions of any food at any one sitting and throughout the day – we will never depict over-consumption.
- **Exercise:** advocate higher levels of physical activity



To achieve the above, and to help further the goals of the CCFBAI, General Mills Canada Corporation have undertaken the following initiatives/partnerships:

**Whole Grains:** Recognizing the impressive body of research supporting consumption of whole grains, in 2005 General Mills Canada Corporation made an important shift in our product family, by reformulating as necessary to ensure that whole grains are a key ingredient in all of our cereals. Some of our favourites, including original Cheerios, had always been based on whole grain, but now consumers can be confident that whole grains are found throughout our line of cereals, including the presweetened varieties. We are even more confident that this step can improve the overall nutritional health of Canadians given the emphasis on whole grains in the newest Canada's Food Guide (2007 version recommends that at least half of a Canadian's grain products servings be whole grain every day).

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**Support of Amateur Athletics in Canada:** General Mills Canada Corporation has been, and will continue to be, a committed supporter of amateur athletics in Canada. General Mills believes that sports promote many important skills (both social and physical) in our youth and to that end we are proud supporters of many of the key amateur athletics organizations in Canada. We have been longtime sponsors of Canada's Olympic Team and Hockey Canada. We have recently signed on to become partners with these organizations through the next 4-6 years.



2. *A description of how the Participant intends to comply with the Advertising Message principle, including the following information:*

- a. *state separately for each covered medium (television, radio, print and internet) the percentage of advertising (measured in media impressions) that the Participant intends to devote to advertising products representing Healthier Dietary Choices;*

This Commitment is for the period of January 01, 2016 onward and reflects the most current changes to the commitment and updated principles. During this period, 100% of all advertising in all media primarily directed to children under 12 will be for products that represent Healthier Dietary Choices as described in Appendix A of this Commitment.

- b. *the proposed method by which the Participant intends to calculate media impressions for television, radio, print and internet (excluding company owned websites) necessary to satisfy the percentage requirement;*

#### **Measurement and Calculations**

For all media: Any program where 35% or more of the total audience is under 12 years of age will be considered “children’s advertising.”

Audience demographic calculations will be measured in media impressions primarily directed to specific demographic groups at the time the advertising is purchased, as determined by Bureau of Broadcast Measurement – Nielsen Media Research (BBM-NMR) ratings for TV, comScore Media Metrix for internet, and Print Measurement Bureau (PMB) data for magazine.

Our Commitment will be calculated separately for each advertising medium. We monitor ratings and audience demographics on a regular basis as available to ensure that we are aware of any changes in programming and/or audience composition.

Our media buying agencies are aware of our CCFBAI Commitment and will adjust media buys on an on-going basis to ensure compliance with the Commitment.

## SUMMARY TABLE: EXTERNAL ADVERTISING

MEDIUM	AUDIENCE COMPOSITION	MEASUREMENT OF AUDIENCE COMPOSITION	CRITERIA FOR BRANDS PERMITTED TO ADVERTISE
Television	35% or greater is under 12	BBM-NMR – Meter data issued weekly; Diary data issued 3x per year	Meet Healthier Dietary Choice standard and sugar guideline
Television	35% or greater is under 6	BBM-NMR – Meter data issued weekly; Diary data issued 3x per year	Not Allowed
Print	Currently not planned		Meet Healthier Dietary Choice standard and sugar guideline
Radio	Currently not planned		Meet Healthier Dietary Choice standard and sugar guideline
Internet – included within TV promotions	35% or greater is under 12	comScore Media Metrix – released weekly	Meet Healthier Dietary Choice standard and sugar guideline
Internet – 50%	35% or greater is under 6	comScore Media Metrix – released weekly	Not Allowed

- c. *the proposed method by which the Participant intends to measure advertising on Participant owned websites;*

### Measurement and Calculations

It is difficult to measure audience composition on the Internet without implementing complex tracking mechanisms. For this reason, if the content of one of our own sites is targeted to children under 12, we will assume that 100% of the traffic is coming from children under 12. Only products that represent Healthier Dietary Choices will be allowed to appear on an internet site with content primarily directed to children under 12. Content primarily directed to children under 12 will be determined based on a number of factors, including the content's subject matter, format, projected audience demographics and the composition of audience to which the site is advertised.

Additionally, General Mills Canada Corporation operates in full compliance with the Personal Information Protection and Electronic Documents Act requirements for collecting, using and disclosing any personally identifiable information from individuals, including children.

## SUMMARY TABLE: INTERNAL WEBSITES

PRODUCT MEETS HEALTHIER DIETARY CHOICE STANDARD AND SUGAR GUIDELINE	CONTENT AUDIENCE	PERMITTED ON AN INTERNAL SITE WITH CONTENT PRIMARILY DIRECTED TO CHILDREN UNDER 12
Yes	Under 6	Not Allowed
Yes	Under 12	Allowed
No	Under 6	Not Allowed
No	Under 12	Not Allowed

- d. *for products representing Healthier Dietary Choices, state the scientific and/or governmental standard(s), or the company developed standard(s) on which the Participant is relying to designate the product as a Healthier Dietary Choice.*

To be advertised to children under 12, a product must conform to the category-specific criteria outlined in Appendix A.

- e. *to the extent the Participant is relying on a company developed standard, state the scientific and/or governmental standard(s) on which it is based.*

The standards outlined in Appendix A were developed by nutrition experts from the companies participating in the Canadian Children’s Food and Beverage Advertising Initiative, and reviewed by external experts, as described in the background paper available on the Advertising Standards Canada website at

<http://www.adstandards.com/en/childrensinitiative/CAIUniformNutritionCriteriaWhitePaper.pdf>.

3. *The manner by which the Participant intends to implement the Licensed Character principle.*

As part of the CCFBAI Commitment, companies commit to reduce their use of third-party licensed characters in advertising primarily directed to children under 12, unless the advertising includes a product meeting Healthier Dietary Choices to appeal to the intended audience.

General Mills will allow only Healthier Dietary Choice products to use third-party licensed characters, celebrities and movie tie-ins in advertising primarily directed to children under 12.

Consequently, no licensed characters, celebrities or movie tie-ins will be used in advertising primarily directed to children under 12 for products not meeting these standards.

4. *A description of the manner by which the Participant intends to implement the Product Placement principle.*

General Mills Canada Corporation will not pay for or actively seeks to place any of our products, regardless of nutrition profile, into program/editorial content of any medium primarily directed to children under 12 for the purpose of promoting the sale of those products.

5. *A description of the manner by which the Participant intends to implement the Interactive Games principle.*

General Mills Canada Corporation will allow only products that represent Healthier Dietary Choices, as described in Appendix A of this Commitment, to be incorporated into interactive games primarily directed to children under 12.

In addition, General Mills Canada Corporation websites and interactive games primarily directed to children under 12 will include a 30-minute “activity break,” pausing the activity to encourage children to engage in another “more active” activity. Website: ([www.gushers.ca](http://www.gushers.ca), [fruitsnackia.ca](http://fruitsnackia.ca))<sup>2013</sup>. Links to external health-oriented sites that meet the Interpretation Guidelines to the Canadian Code of Advertising Standards will be provided where feasible. Games will reinforce the Balance, Moderation and Exercise strategy outlined in Section B (1), and will never advocate, encourage or depict excessive consumption of food products.

6. *A description of the manner by which the Participant intends to implement the Advertising in Schools principle.*

General Mills Canada Corporation does not advertise in elementary schools. General Mills Canada Corporation will continue our policy to not advertise food or beverage products of any kind, regardless of nutrition profile, in elementary schools. Similarly, we will not conduct giveaways, product promotions, contests or any other advertising activity primarily directed to students in elementary schools.

7. *An implementation schedule for each commitment set forth in the Participant’s Commitment.*



We will only advertise products that (1) represent Healthier Dietary Choices as described in Appendix A of this Commitment.

We will NOT advertise any product to children under 6.

Our CCFBAI Commitment is reflected in the Company's Marketing Guidelines, and is enforced across the company through a strict internal review and approval process. All advertising to children, whether it is TV, radio, print or Internet goes through a rigorous review process, including prescreening by ASC and final approvals by General Mills Canada Corporation Marketing and Advertising senior management. Every marketer at General Mills Canada Corporation is required to review and acknowledge their understanding of General Mills' Marketing Guidelines annually. Each of our design, advertising and social media agencies is required to do the same.

## Appendix A

### Canadian Children's Food and Beverage Advertising Initiative

#### Uniform Nutrition Criteria by Product Category

Product	Unit <sup>6</sup>	Components Required to Limit				Components Required to Encourage
		Calories (kcal)	Saturated Fat (g) <sup>1</sup>	Sodium (mg)	Total Sugars (g)	
<b>1. MILK AND ALTERNATIVES</b>						
Milks and Milk Substitutes	250 mL	≤170	≤2	≤200	≤25	1 serving Milk and Alternatives
Yogurts and Yogurt-type Products	175 g	≤175	≤2	≤140	≤24	1 serving Milk and Alternatives AND ≥5% DV calcium
Dairy-based Desserts	125 mL	≤120	≤2	≤110	≤20	≥¼ cup milk AND ≥5% DV calcium
Cheese and Cheese Products (except as listed separately below)	30 g	≤125	≤3	≤290	≤2	≥½ serving Milk and Alternatives AND ≥5% DV calcium
Cottage Cheese and Ricotta	110 g	≤150	≤7	≤480	≤7	≥½ serving Milk and Alternatives AND ≥5% DV calcium
Hard Grated Parmesan and Romano Cheese	15 g	≤75	≤4.5	≤380	N/A	N/A
<b>2. GRAIN</b>						
Small Reference Amount, Lighter Density Products	LSS <sup>7</sup>	≤150	≤1.5	≤190	≤10	8 g whole grain OR 2 g fibre OR ≥5%* DV any essential nutrient except sodium (*≥15% DV if cereals)
Large Reference Amount, Higher Density Products	LSS <sup>7</sup>	≤200	≤2	≤250 ≤360 (for products that require leavening e.g., pancakes and waffles)	≤12	8 g whole grain OR 2 g fibre OR ≥5%* DV any essential nutrient except sodium (*≥15% DV if cereals)
<b>3. SOUPS</b>						
	LSS <sup>7</sup>	≤200	≤2	≤480	≤6 ≤12 (tomato-based)	≥½ serving Vegetables and Fruit or Milk and Alternatives OR 8 g whole grain OR ≥5% DV any essential nutrient except sodium
<b>4. MEAT AND ALTERNATIVES</b>						
Meat Products (including fish and poultry)	60 g	≤120	≤2	≤480	N/A	≥30 g meat, fish or poultry AND ≥5% DV any essential nutrient except sodium
For labelled serving sizes ≤30g	30 g	≤60	≤1	≤240	N/A	
Meat Alternatives (except Peanut Butter)	30 g	≤230	≤3.5	≤140	≤4	≥5% DV any essential nutrient except sodium
Peanut Butter	15 g	≤115	≤1.9	≤65	≤2	≥5% DV any essential nutrient except sodium
<b>5. VEGETABLES AND FRUIT</b>						
Vegetable- and Fruit-based Beverages	LSS <sup>7</sup>	≤160	0	≤140	No added sugars	≥½ serving Vegetables and Fruit OR ≥5% DV any essential nutrient except sodium

## Appendix A

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#### Uniform Nutrition Criteria by Product Category

Product	Unit <sup>6</sup>	Components Required to Limit				Components Required to Encourage
		Calories (kcal)	Saturated Fat (g) <sup>1</sup>	Sodium (mg)	Total Sugars (g)	
Vegetable- and Fruit-based Snacks	125 mL 60 g (if dried)	≤150	≤2	≤140	No added sugars	≥½ serving Vegetables and Fruit OR ≥5% DV any essential nutrient except sodium
<b>6. OCCASIONAL SNACKS</b>						
Chips, popcorn and extruded snacks	LSS <sup>7</sup>	≤200	≤2	≤360	≤12	8 g whole grain OR 2 g fibre OR ≥5% DV any essential nutrient except sodium
Other Snacks (snack items not in other categories)	LSS <sup>7</sup>	≤150	≤1.5	≤190	≤10	8 g whole grain OR 2 g fibre OR ≥5% DV any essential nutrient except sodium
<b>7. MIXED DISHES</b>						
Side Dishes (single foods)	LSS <sup>7</sup>	≤280	≤2.5	≤375	≤10	≥½ serving of any one of Vegetables and Fruit, Grain Products (with 8 g whole grain or 2 g fibre), Meat and Alternatives or Milk and Alternatives OR ≥5% DV any essential nutrient except sodium
Centre of Plate (combination foods and side dishes)	LSS <sup>7</sup>	≤450	≤10% of calories	≤480	≤15	≥1 serving of any one of Vegetables and Fruit, Grain Products (with 8 g whole grain or 2 g fibre), Meat and Alternatives or Milk and Alternatives OR ≥5% DV any essential nutrient except sodium
Complete Meals (main dishes and retail meal products that meet the “meal” regulatory definition)	LSS <sup>7</sup>	≤500	≤10% of calories <sup>2</sup>	≤600	≤17 <sup>3</sup> OR ≤12 <sup>3</sup>	≥1 serving of Vegetables and Fruit or Grain Products (with 8 g whole grain or 2 g fibre) AND ≥1 serving of Meat and Alternatives or Milk and Alternatives OR ≥5% DV any essential nutrient except sodium
<b>8. MEALS ON THE GO</b>						
Meals On The Go	Meal	≤510	≤10% of calories; meets Health Canada’s voluntary trans fat limits	≤660	≤20 <sup>4</sup> OR ≤15 <sup>5</sup>	≥1 serving of Vegetables and Fruit or Grain Products (with 8 g whole grain or 2 g fibre) AND ≥1 serving of Meat and Alternatives or Milk and Alternatives

<sup>1</sup> The trans fat limit across all categories is 0 g labelled; for foods in the Milk and Alternatives and Meat and Alternatives categories that are served either as individual foods or as part of mixed dishes or meals, naturally occurring trans fats are permitted.

<sup>2</sup> Saturated fat from a cheese component present in a Complete Meal is not counted if the cheese component meets its corresponding Milk and Alternatives category criteria.

<sup>3</sup> Sugars from qualifying Milk and Alternatives or Vegetables and Fruit products present in a Complete Meal are not counted, but the total sugars limit is set to account for sugars from all other items – the higher limit reflects when one such item is present and the limit is reduced if two such items are present.

<sup>4</sup> Sugars from a beverage present in a meal are not counted if the beverage is a Milk and Alternatives category beverage and contains ≤ 25 g total sugars per 250 mL (consistent with the Milk and Alternatives category) or if it is 100% fruit juice; sugars from a yogurt or fruit product present in a meal are not counted if the product meets its corresponding Milk and Alternatives or Vegetables and Fruit category criteria and if the yogurt product is ≥ 175 g and ≤ 24 g total sugars (consistent with the Milk and Alternatives category) or if the fruit product is ≥ ½ serving fruit and contains no added sugar (consistent with the Vegetables and Fruit category).

<sup>5</sup> If any combination of two or more of the above qualifying beverage, yogurt and fruit products are present in a meal, sugars from the products are not counted, but the total sugars limit is reduced to 15 g.

<sup>6</sup> Any future changes to CFIA’s serving size guidance, or legislation by Health Canada, will require a review of the uniform nutrition criteria by CAI Participants.