

## **MEDIA RELEASE**

### **Ad Standards Releases 2017 Compliance Report on Canadian Children’s Food and Beverage Advertising Initiative**

**TORONTO, November 15, 2018** – Ad Standards today released *The Canadian Children’s Food and Beverage Advertising Initiative: 2017 Compliance Report*. The *Report* confirms the high level of compliance by all companies participating (Participants) in the Canadian Children’s Food & Beverage Advertising Initiative (CAI) with their program commitments from January 1 – December 31, 2017. As Canada’s national, independent, advertising industry self-regulatory body, Ad Standards serves as the CAI program administrator.

“2017 marks 10 years since the CAI was originally launched to shift the emphasis in child-directed advertising to the promotion of better-for-you products. With the expansion of coverage in 2010 to include advertising in digital and mobile media and the implementation of Uniform Nutrition Criteria in 2015, the program has fundamentally improved the landscape of advertising directed to children under 12 years of age” said Jani Yates, President & CEO, Ad Standards.

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 Heinz Canada; Maple Leaf Foods 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.; and Unilever Canada Inc.

The complete 2017 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 committed to fostering community confidence in Canadian advertising and to ensuring the integrity and viability of advertising through effective industry self-regulation. As an independent, not-for-profit body, we administer the *Canadian Code of Advertising Standards*, the principal instrument of advertising self-regulation in Canada, and a national mechanism for accepting and responding to consumer complaints about ads. Ad Standards Clearance Services reviews creative and offers consultative services in five categories, to help ensure advertising complies with relevant regulations.

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