



Our Vision

The food and beverage industry in Canada is committed to advertising and marketing products to Canadian children in a responsible way to help prepare them to make wise decisions about nutrition and health. We recognize that the special nature and needs of children requires particular care and diligence on the part of advertisers.

Our Commitment

The food and beverage industry plays a significant role in supporting the health of Canadians, especially children. Accordingly, companies participating in this initiative are committed to shifting their children's advertising and marketing emphasis to foods and beverages that are consistent with the principles of sound nutrition guidance, including those that are lower in total calories, fats, salt and added sugars and higher in nutrients that are significant to public health.

These commitments are realized through the five Core Principles that follow. The principles have been expanded since they were first developed in 2007, to reflect the ongoing commitment of the Participants to continue to broaden their efforts to support healthier dietary choices and healthy lifestyles to children under 12 years of age.

Participants

Campbell Company of Canada
Coca-Cola Canada
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
Unilever Canada Inc.

Core Principles

Advertising messaging and content

Participants commit that 100% of their television, radio, print and internet advertising directed primarily to children under 12 years of age¹ will be for products that represent healthier dietary choices (better-for-you products) pursuant to the Canadian Children’s Food and Beverage Advertising Initiative’s category-specific Uniform Nutrition Criteria, set out in the “[Uniform Nutrition Criteria White Paper](#)”, and attached as Appendix A. Alternatively, Participants may commit to not direct advertising primarily to children under 12 years of age².

Child-Directed Content

This principle also applies to advertising that is primarily directed to children in the following media:

- company-owned websites or micro-sites primarily directed to children under 12 years of age;
- video and computer games rated “Early Childhood” or “EC,” which are inherently primarily directed to children under 12, and other games that are age-graded on the label and packaging as being primarily directed to children under 12;
- DVDs of movies that are rated “G” whose content is primarily directed to children under 12, and other DVDs whose content is primarily directed to children under 12;
- mobile media such as cell phones, smart phones, tablets, other personal digital devices and through word of mouth³ where advertising on those media is primarily directed to children under 12.

Use of Products in Interactive Games

Participants commit that, in any interactive game primarily directed to children under 12 (in whatever format: online, disk or cartridge) where the company’s food or beverage products are incorporated into the game, the interactive game must incorporate or be accompanied by products representing better-for-you products.

Use of Licensed Characters, Celebrities and Movie Tie-ins

While the use of licensed characters, celebrities and movie tie-ins is already restricted in children’s broadcast advertising⁴, participants also commit to ensure that their use of third-party licensed

¹ Measured in media impressions at the time the advertising is purchased, as determined by reliable third party data such as Numeris ratings for TV and radio, ComScore for Internet, Vividata for print, COMB (Canadian Outdoor Measured Bureau) for outdoor and others. The commitment will be calculated separately for each advertising medium. Measurement of advertising on company-owned websites will be determined in accordance with standards established as part of the company’s commitment.

² Participants also are encouraged to disseminate healthy lifestyle messaging. This could include messaging that encourages physical activity or good dietary habits, consistent with established scientific and/or government standards.

³ The commitment regarding word of mouth advertising refers to advertising where a Participant provides incentives (financial or otherwise), product samples or other support to individuals or groups who are not employees to promote consumption of branded food or beverage products or to promote discussion of such products, and the advertising is primarily directed to children under 12 years of age.

⁴ Broadcast Code for Advertising to Children – Clause 7: Promotion by Program Characters, Advertising-Generated Characters, and Personal Endorsements.

⁵ This commitment does not extend to the use of licensed characters on packaging, provided the packaging does not appear in advertising directed to children under 12. This limitation will not apply to the use of company-created/owned characters.

characters, celebrities and movie tie-ins in advertising that appears in other media primarily directed to children under 12⁵ complies with the messaging and content principles set out above.

Product Placement

Participating companies commit to not paying for or actively seeking to place their food or beverage products in the program/editorial content of any medium primarily directed to children under 12 for the purpose of promoting the sale of those products.

Advertising in Schools

Participating companies remain committed to adhering to standards established by schools individually and by school boards overall. Furthermore, participants will commit to not advertising food or beverage products in elementary schools – pre-kindergarten through Grade 6.⁶

Implementation

Each participating company formalizes and publishes an individual plan, commitment details, and implementation schedule that have been approved by Advertising Standards Canada (Ad Standards), the program administrator. A copy of each participating company's current commitment document is posted on the Canadian Children's Food and Beverage Advertising Initiative section of Ad Standards' website: www.adstandards.ca/childrensinitiative

Auditing and Enforcement

The plans for each participating company, including their specific commitments are established in consultation with Ad Standards.

Ad Standards is responsible for auditing commitments by participating companies. In order to confirm compliance by participating companies, auditing includes the review of advertising materials, product information, and media impression information (see footnote 1 above) submitted to Ad Standards on a confidential basis.

Ad Standards publishes annual compliance reports identifying those companies that meet their commitments as well as those who have failed to do so. Ad Standards also responds to all public inquiries relating to these reports.

⁶ -This limitation will not apply to displays of food and beverage products, charitable /not-for-profit activities including fundraising, public service messaging and educational programs.

Appendix A

Canadian Children's Food and Beverage Advertising Initiative Uniform Nutrition Criteria by Product Category

Product	Unit ⁶	Components Required to Limit				Components Required to Encourage
		Calories (kcal)	Saturated Fat (g) ¹	Sodium (mg)	Total Sugars (g)	
1. MILK AND ALTERNATIVES						
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
2. GRAIN						
Small Reference Amount, Lighter Density Products	LSS ⁷	≤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 ⁷	≤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)
3. SOUPS						
	LSS ⁷	≤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
4. MEAT AND ALTERNATIVES						
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
5. VEGETABLES AND FRUIT						
Vegetable- and Fruit-based Beverages	LSS ⁷	≤160	0	≤140	No added sugars	≥½ serving Vegetables and Fruit OR ≥5% DV any essential nutrient except sodium

Product	Unit ⁶	Components Required to Limit				Components Required to Encourage
		Calories (kcal)	Saturated Fat (g) ²	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
6. OCCASIONAL SNACKS						
Chips, popcorn and extruded snacks	LSS ⁷	≤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 ⁷	≤150	≤1.5	≤190	≤10	8 g whole grain OR 2 g fibre OR ≥5% DV any essential nutrient except sodium
7. MIXED DISHES						
Side Dishes (single foods)	LSS ⁷	≤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 ⁷	≤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 ⁷	≤500	≤10% of calories ²	≤600	≤17 ³ OR ≤12 ³	≥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
8. MEALS ON THE GO						
Meals On The Go	Meal	≤510	≤10% of calories; meets Health Canada’s voluntary trans fat limits	≤660	≤20 ⁴ OR ≤15 ⁵	≥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

¹ 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.

² 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.

³ 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.

⁴ 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).

⁵ 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.

⁶ 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.

⁷ Labelled Serving Size