

**TENTATIVE PROPOSED STANDARDS FOR MARKETING FOODS TO
CHILDREN 2-17**

<p>Standard I: Foods Exempt from Standards II and III</p>	<p>The following foods are part of a healthful diet and may be marketed to children without meeting Standards II and III.</p> <ul style="list-style-type: none"> ✓ 100% fruit and fruit juices in all forms ✓ 100% vegetables and vegetable juices in all forms; must not exceed 140 mg of sodium per RACC* ✓ 100% non-fat and low-fat milk and yogurt ✓ 100% whole grains ✓ 100% water <p>Note: 100% is defined as no added nutritive or non-nutritive sweeteners and no other functional ingredients added to the product, except flavoring for water, milk, and yogurt</p>
<p>Standard II: Meaningful Contribution to a Healthful Diet</p>	<p>Foods marketed to children must provide a meaningful contribution to a healthful diet.</p> <p>Option A:</p> <ul style="list-style-type: none"> ✓ Food must contain at least 50% by weight of one or more of the following: fruit; vegetable; whole grain; fat-free or low-fat milk or yogurt; fish; extra lean meat or poultry; eggs; nuts and seeds; or beans <p>Option B:</p> <ul style="list-style-type: none"> ✓ Food must contain one or more of the following per RACC:* <ul style="list-style-type: none"> • 0.5 cups fruit or fruit juice • 0.6 cups vegetables or vegetable juice • 0.75 oz. equivalent of 100% whole grain • 0.75 cups milk or yogurt; 1 oz. natural cheese; 1.5 oz. processed cheese • 1.4 oz. meat equivalent of fish or extra lean meat or poultry • 0.3 cups cooked dry beans • 0.7 oz. nuts or seeds • 1 egg or egg equivalent
<p>Standard III: Nutrients to Limit</p>	<p>Foods marketed to children must not contain more than the following amounts of saturated fat, trans fat, sugar, and sodium.</p> <p>Saturated Fat:</p> <ul style="list-style-type: none"> ✓ 1 g or less per RACC* and not more than 15% of calories <p>Trans Fat:</p> <ul style="list-style-type: none"> ✓ 0 g per RACC* (<0.5 g) <p>Sugar:</p> <ul style="list-style-type: none"> ✓ No more than 13 g of added sugars per RACC* <p>Sodium:</p> <ul style="list-style-type: none"> ✓ No more than 200 mg per portion[§]

* For foods with a small RACC (30 g or less or 2 tablespoons or less), the criteria refer to the amount per 50 g of food.

§ This level is interim and over time should be reduced to 140 mg per RACC.*

[December 15, 2009]