

INTERAGENCY WORKING GROUP  
ON  
FOOD MARKETED TO CHILDREN  
TENTATIVE PROPOSED NUTRITION STANDARDS  
DECEMBER 15, 2009

FEDERAL TRADE COMMISSION  
CENTERS FOR DISEASE CONTROL AND PREVENTION  
FOOD AND DRUG ADMINISTRATION  
U.S. DEPARTMENT OF AGRICULTURE

“The FTC, together with the Commissioner of the Food and Drug Administration, the Director of the Centers for Disease Control and Prevention, and the Secretary of Agriculture, who have expertise and experience in child nutrition, child health, psychology, education, marketing, and other fields relevant to food and beverage marketing and child nutrition standards shall establish the Interagency Working Group on Food Marketed to Children (Working Group). The Working Group is directed to conduct a study and develop recommendations for standards for the marketing of food when such marketing targets children who are 17 years old or younger or when such food represents a significant component of the diets of children. In developing such standards, the Working Group is directed to consider (1) positive and negative contributions of nutrients, ingredients, and food (including calories, portion size, saturated fat, trans fat, sodium, added sugars, and the presence of nutrients, fruits, vegetables, and whole grains) to the diets of such children; and (2) evidence concerning the role of consumption of nutrients, ingredients, and foods in preventing or promoting the development of obesity among such children. The Working Group will determine the scope of the media to which such standards should apply. The Working Group shall submit to Congress, not later than July 15, 2010, a report containing the findings and recommendations of the Working Group.”

**FY 2009 Omnibus Appropriations Act (H.R. 1105)**

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

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

\* 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.

<sup>§</sup> This level is interim and over time should be reduced to 140 mg per RACC.\*

**[December 15, 2009]**