



American Society for Nutrition
Excellence in Nutrition Research and Practice
www.nutrition.org

Contact: Mary Lee Watts, MPH, RD
(301) 634-7112
mwatts@nutrition.org

ASN CALLS FOR SCIENCE-BASED, CONSISTENT NUTRITION STANDARD FOR FOODS MARKETED TO CHILDREN

July 29, 2008— The American Society for Nutrition, in response to the Federal Trade Commission’s report to Congress on marketing food to children and adolescents, expressed its appreciation for the Commission’s work. It also is pleased with the findings in the report that show the food and beverage industries have made “significant progress” since the FTC and the Department of Health and Human Services cosponsored a workshop on marketing and childhood obesity in 2005.

“Over the past few years, food companies have taken a positive and respectful step forward in promoting healthier products to children,” said ASN President James O. Hill, Ph.D. “ASN encourages these companies and their peers to continue to refine products and adjust advertising practices for the better health of our nation’s children.”

ASN supports several of the Commission’s recommendations, including one that states media and entertainment companies should adopt uniform standards that limit ads on programs directed to children. In addition, ASN agrees that “companies should improve upon the nutritional criteria adopted for ‘better for you’ products as they find ways to lower sugar, fat, sodium, etc., without sacrificing taste and appeal.”

Despite the progress, ASN remains concerned about the variation among companies when addressing “meaningful nutrition-based standards” for marketing to children under age 12, and it strongly questions the appropriateness of marketing to children under age eight.

“ASN believes foods marketed to children age eight years and older must meet a single, science-based nutrition standard that is consistent with the recommendations in the 2005 U.S. Dietary Guidelines and the IOM report *Nutrition Standards for Foods in Schools (2007)*,” said Hill.

The American Society for Nutrition is the preeminent professional organization for nutrition research scientists and clinicians around the world. ASN is dedicated to bringing together the top nutrition researchers, medical practitioners, policy makers and industry leaders to advance our knowledge and application of nutrition. Founded in 1928, ASN publishes The American Journal of Clinical Nutrition (AJCN) and The Journal of Nutrition (JN). Visit ASN online at www.nutrition.org.

###