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## **ASN Applauds Pledges from Children's Food and Beverage Advertising Initiative**

**July 18, 2007**– The American Society for Nutrition (ASN), the preeminent organization for nutrition scientists, applauds the pledges announced today by the companies participating in the Children's Food and Beverage Advertising Initiative of the Better Business Bureaus (BBB), and it is pleased to learn that eleven leading companies have pledged to either shift their advertising directed to children under age 12 to that which promotes healthier dietary choices, or to refrain altogether from advertising products that do not meet certain nutritional standards to that age group.

“These companies have taken a laudable step toward promoting healthier products to children and implementing changes in marketing practices that are truly meaningful,” said ASN President Joanne Lupton, Ph.D. “ASN looks forward to continuing its work with the Task Force, and we hope this positive move by these companies will set an example for other food and beverage companies, as well as encourage the media companies to follow suit.”

As a member of the FCC's Task Force on Media and Childhood Obesity, ASN called for a significant reduction in child-directed advertising of foods and beverages that are high in total calories, fats, salt, and added sugars, and low in nutrient content; tighter restrictions on the use of third-party licensed characters; and consideration of a ban on all food advertising directed toward children under age eight. ASN believes that foods advertised to children 8 years and older should be consistent with the recommendations in the 2005 U.S. Dietary Guidelines and the IOM report *Nutrition Standards for Foods in Schools (2007)*. Both authoritative statements emphasize consumption of fruits, vegetables, whole grains, and low-fat/nonfat dairy products.

We understand these commitments are voluntary but also subject to BBB's independent compliance monitoring and reporting. ASN agrees that a formal program to monitor, evaluate, and assess voluntary action steps is important and should be established to ensure that these activities achieve the objective of reducing the rates of childhood obesity.

*The American Society for Nutrition (ASN) 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 Journal of Nutrition (JN) and The American Journal of Clinical Nutrition (AJCN). Visit ASN online at [www.nutrition.org](http://www.nutrition.org).*

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