

Children's Food and Beverage Advertising Initiative

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Welcome to the Children's Food and Beverage Advertising Initiative.

[Read the CFBAI Core Principles](#)

[Read the Fact Sheet on the Elementary School Advertising Principles](#)

[Read the BBB Progress Report on the First Six Months of Implementation: July-December 2007](#)
July 2008

[Updated Nutrition Standards Chart](#)
Aug. 2009

[Updated Better-For-You Product List](#)
Aug. 2009



The Initiative is a voluntary self-regulation program with many of the nation's largest food and beverage companies as participants. The Initiative is designed to shift the mix of advertising messaging to children to encourage healthier dietary choices and healthy lifestyles.

Current participants include:

Burger King Corp.
Cadbury Adams, USA, LLC
Campbell Soup Company
The Coca-Cola Company
ConAgra Foods, Inc.
The Dannon Company
General Mills, Inc.
The Hershey Company
Kellogg Company
Kraft Foods Inc.
Mars, Inc.
McDonald's USA
Nestlé USA
PepsiCo, Inc.
Post Foods, LLC.
Unilever United States

It is estimated that these companies accounted for more than two-thirds of children's food and beverage television advertising expenditures in 2004.

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[Company Pledges](#)

[More Information](#)

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[Resources](#)

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