WHO Forum on Marketing of Food and Non-alcoholic Beverages to Children

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Outline
- Consumer Research
- Interactions with government
- Interactions with industry
- Lessons learned over past year
- Future activities
- Recommendations

Consumer Research
- IOM Report
- UK FSA report
- Pester parents
- Broadcasting Bad Health

Interactions with Government
- Federal Trade Commission
- Food and Drug Administration
- US Department of Agriculture
- State and local governments
- Congress

Federal Trade Commission
- Report on improving the self-regulatory process has not been released
- IOM recommendations for FTC oversight role will likely not be honored given current US political climate

Food and Drug Administration
- Update to mandatory nutrition labeling has stalled
  - Larger disclosure of calories
  - Better regulation of serving sizes
  - Health claims for low calorie foods
US Department of Agriculture

- Efforts limited to education
  - US Dietary Guidelines
  - My Food Pyramid

Congress

- Harkin/Kennedy bills would restore FTC authority to regulate "Unfair" food marketing practices directed at children
- Harkin bill would improve school foods
- Neither bill has much chance of passage

State Government

- California
  - Action on vending machines - ban on soft drinks sold in high schools by 2008
  - Nutritional standards for "competing" foods set
    remove candy, cupcakes, potato chips from schools
- Grass roots action at local level - Model city council resolution

State Government/Lawsuits

- State level lawsuits by CSPI
  - Kellogg/Nickelodeon:
    After formal notice of intent to sue was served, Kellogg agreed to engage in settlement negotiations

Interaction with Industry

- Food Companies
  - Some are willing to talk (Kraft, ConAgra, PepsiCo)
  - Kraft has been particularly responsive
- Trade Associations
  - Represent lowest common denominator within the industry
    - US National Restaurant Association wages war on CSPI
- Self-Regulatory Bodies "CARU"
  - Some progress – may revamp voluntary guidelines to take into account nutritional criteria

Lessons Learned Over the Past Years

- Efforts must include all forms of marketing, not just TV advertising
- Marketing vs. food availability – vending machines, fast food chains can make food of low nutritional value easily available despite limits on advertising
The Big Picture
- Ideally, companies should market healthier foods to children
- Industry should focus on making the healthy choice the easy choice
- Improve the nutritional quality of existing products – lower fat burgers and hot dogs, lower sodium, no trans fats, fewer added sugars, more fruits and vegetables.

Future Activities
- Work with individual companies
- Lawsuits against companies
- State and local legislation
- Reform of self-regulation process

Recommendations
- Need for action by WHA/WHO
- Code of Food Marketing to Children

Options for Action
- Framework Convention Model
- International Health Regulations
- Code Model
- Codex Alimentarius

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