

Grid 4a: Food industry pledges on marketing to children, as of December 2009

As of December 2009 there were a total of 13 multi-company pledges, including:

- nine national (the World Federation of Advertisers say that pledges will also be rolled out in Mexico, Peru, Chile, Switzerland, Turkey, UAE, India and the Philippines.)
- two regional (Europe)
- two international.

N/A = Not applicable

Pledge name/ host organisation or company (abbreviation for pledge name)	Country	Implementation date	Number of signatories	List of signatories	% of total food advertising contributed by pledge members ⁱ
National multi-company pledges					
Australian Beverages Council Ltd <i>Commitment Addressing Obesity and Other Health and Wellness Issues</i> (Australian Soft Drinks Pledge)	Australia	October 2006	See next column.	The Australian Beverages Council has a long list of members, including Coca-Cola, PepsiCo, Schweppes and Unilever. However, they are not individual signatories to the pledge. They are thus not included as separate companies.	N/A
Australian Food and Grocery Council <i>The Responsible Children's Marketing Initiative of the Australian Food and Beverage industry</i> (Australian Food and Grocery Council Pledge)	Australia	1 January 2009	16 (originally 8)	Cadbury Plc Campbell Arnotts Coca-Cola Ferrero Australia Fonterra Australia New Zealand General Mills (Cereal Partners Worldwide) George Weston Foods Kelloggs Kraft Food Australia/New Zealand, Mars Nestlé Australia Patties Foods PepsiCo Sanitarium Health Food Company Simplot Australia Unilever	Information not provided
Australian Quick Service Restaurant Industry Initiative for Responsible Advertising and Marketing to Children (Australian Quick Service Restaurant Pledge)	Australia	1 August 2009 (announced June 2009)	6	Hungry Jack's (a franchise of Burger King) McDonald's Quick Service Restaurant Holdings, comprising Chicken Treat, Oporto and Red Rooster Yum! Brands (KFC, Pizza Hut)	The 'majority' of fast food advertising in Australia

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Brazil Public Commitment on Food and Beverage Advertising to Children, of the Associação Brasileira das Indústrias de Alimentação (Food and Drink Association of Brazil) and Associação Brasileira de Anunciantes (ABA) (Association of Brazilian Advertisers) (Brazil Pledge)	Brazil	31 December 2009 (announced 25 August 2009)	24	AmBev (owns PepsiCo but treated as a separate company) Batavo (part of BRF – Brasil Foods S/A) Bob’s (a subsidiary of the Brazil Fast Food Holding Company, which also operates KFC and Pizza Hut in Brazil; official name Venbos) Burger King Cadbury Coca-Cola Brasil (Recofarma Indústria Amazonas Ltda.) Danone Elegê (part of BRF – Brasil Foods S/A) Ferrero do Brasil Garoto General Mills Brasil Grupo Bimbo Grupo Schincariol Kellogg’s Kraft Foods Mars Brasil (a Masterfoods company) McDonald’s (Arcos Dourados Comércio de Alimentos Ltda.) Nestlé Brasil Parmalat Brasil PepsiCo – Alimentos (Pepsico do Brasil Ltda.) PepsiCo – Bebidas (Pepsi-Cola Ind. da Amazônia Ltda.) Perdigão (part of BRF - Brasil Foods S/A) Sadia (now partly merging with Perdigão) Unilever Brasil	Information not provided

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Canadian Children's Food and Beverage Advertising Initiative (Canada Pledge)	Canada	Early 2008 (announced April 2007)	19 (originally 15)	Burger King Restaurants of Canada, Inc. Cadbury Adams Canada Inc. (a subsidiary of Cadbury Plc) Campbell Company of Canada Coca-Cola Ltd. Ferrero Canada Ltd. General Mills Canada Corporation Hershey Canada Inc. Janes Family Foods Ltd. Kellogg Canada Inc. Kraft Canada Inc. Mars Canada Inc. McCain Foods Canada McDonald's Restaurants of Canada Ltd. Nestlé Canada Inc. Parmalat Canada Inc. PepsiCo Canada ULC Post Unilever Canada Inc. Weston Bakeries Limited	Information not provided
Russia Pledge (managed by Russian Advertisers Association)	Russian Federation	Announced October 2009	7	Coca-Cola Unilever Kellogg's Kraft Foods Mars Inc. Nestlé PepsiCo	Information not provided

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The South African Pledge on Marketing to Children. Hosted by the Consumer Goods Council of South Africa (South African Pledge)	South Africa	Signed 11 June 2009	23	Cadbury Coca-Cola Danone Entyce/ Snackworks (AVI) Epic Famous Brands (Wimpy, Steers) Ferrero Foodcorp General Mills Kellogg Kraft KFC Mars McDonald's Nando's Nestlé Oceana brands Parmalat PepsiCo/Simba Pioneer Foods Rainbow Chicken Shoprite Tigerbrands	Information not provided
Thailand Children's Food and Beverage Advertising Initiative (Thai Pledge)	Thailand	December 31 2008 (announced 2008), but no individual pledges yet published	6	Coca Cola Kellogg Mars Nestlé Pepsi Cola Unilever	Information not provided

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Children's Food and Beverage Advertising Initiative. Guidance of the Council for Better Business Bureaus (US Pledge)	United States	18 July 2007 (initiated November 2006)	16 (originally 11)	Burger King Corp. Cadbury Adams, USA, LLC (a subsidiary of Cadbury Plc) 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 (a division of Ralcorp) Unilever United States	It is estimated that these companies accounted for more than two-thirds of children's food and beverage TV advertising expenditures in 2004 in the US.
Regional multi-company pledges					
EU Pledge (secretariat at Landmark Europe)	European Union	31 December 2008 (announced 2007)	11	Burger King Europe GmbH The Coca Cola Company (as Coca-Cola Europe) Danone Ferrero General Mills (as Cereal Partners Worldwide) Kellogg Kraft Mars Nestlé PepsiCo (as PepsiCo International) Unilever	Estimated to be responsible for 50% of food and drink ad spend to children in 2004

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Union of European Beverages Associationsⁱⁱ Commitment to the EU Platform on Diet, Physical Activity and Health (Europe Soft Drinks Pledge)	European Union	December 2005	9	C&C (Ireland) The Coca-Cola Company Coca-Cola Enterprises The Coca-Cola Hellenic Bottling Company Gerber Foods Holdings Ltd GlaxoSmithKline Orangina Group (formerly Cadbury Schweppes European Beverages) Pepsi Beverages Europe Unilever	Information not provided
International multi-company pledges					
International Council of Beverages Associations <i>International Council of Beverages Associations Guidelines on Marketing to Children</i> (ICBA Pledge)	International	Intention to begin at the end of 2008 (announced May 2008)	ICBA do not list their members on their website, but signatories appear to be Coca Cola and PepsiCo	Coca-Cola PepsiCo Maybe others but not clear	Information not provided
International Food and Beverage Alliance <i>IFBA Global Policy on Marketing and Advertising to Children</i> (IFBA Pledge)	International	Announced 30 April 2009; implementation required for each company one year after they sign	9 (i.e. the members of IFBA), but only 8 have actually published pledges	Coca-Cola General Mills Grupo Bimbo ⁱⁱⁱ Kellogg's Kraft Foods Mars Nestlé PepsiCo Unilever <i>Specific global pledges for these companies are listed below.</i>	IFBA companies say they are responsible for 83% (elsewhere it says 92%) of global food and beverage manufacturers' advertising expenditure.
Company-specific global pledges made by IFBA membersⁱⁱⁱ					
Coca-Cola Company Advertising and Marketing to Children Policy	Global	Mid-year 2008	1	Coca-Cola Company	Information not provided
General Mills responsible advertising standards	Global	2007	1	General Mills	Information not provided
Kellogg Company Worldwide Marketing and Communications Guidelines	Global	Published June 2008	1	Kellogg's	Information not provided

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Kraft Foods communications policy	Global	2009	1	Kraft Foods	Information not provided
Mars marketing commitments	Global	March 2008	1	Mars	Information not provided
Nestlé Consumer Communication Principles	Global	July 2007	1	Nestlé	Information not provided
PepsiCo Policy on Responsible Advertising and Marketing to Children	Global	Being rolled out within 2009; full implementation by end of 2010	1	PepsiCo	Information not provided
Unilever Global Principles for Food and Beverage Marketing	Global	December 2008	1	Unilever	Information not provided

i According to information provided about the pledge by the industry.

ii The Union of European Beverages Associations is now called the Union of European Soft Drinks Associations.

iii Grupo Bimbo is a member of the IFBA Pledge but has not yet drafted its global pledge.