

Grid 4h: Company nutrition criteria for food marketing to children, world, as of December 2009

For details of the pledges mentioned in this Grid, see Figure 19 in the main report.

Company / Group	Calories/ Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
AMBEV. Brazil Pledge					
Brazil Pledge					
No nutrient standards published yet					
BATAVO. Brazil Pledge					
Brazil Pledge					
Nutrient standards set in the Perdigão/Brasil Foods Pledge (note they produce largely meat and dairy products). The same standards thus apply to Perdigão/Brasil Foods and Elegê					
Dairy products	No criteria	>2g per portion sat fat	>12g per portion, excluding sugars from fruits and dairy	≤230mg per portion for dairy products	No criteria
Meat products	No criteria	No criteria	>12g per portion, excluding sugars from fruits and dairy	≤480mg per portion for meat products	No criteria
BOB'S. Brazil Pledge					
Brazil Pledge					
No nutrient standards published yet					
BURGER KING. Brazil Pledge; Australian Quick Service Restaurant Pledge; US Pledge; Canada Pledge; EU Pledge					
Brazil Pledge					
No nutrient standards published yet					
Australian Quick Service Restaurant Pledge: as Hungry Jack's, a franchise owned by Burger King. Individual commitments state they will follow the nutrient criteria set by the pledge programme, as follows.					
	≤497kcal per meal for children aged 4-8 years ≤661kcal per meal for children aged 9-13 years	≤0.4g per 100KJ from sat fat	≤1.8g per 100KJ from sugar	≤650mg per serving	Not specified
US Pledge					
	≤560 cal per meal	<30% calories from fat <10% calories from sat fat No added trans fat	<10% calories from added sugars	Not specified	Not specified
Canada Pledge					
	≤560 calories per meal	<30% calories from fat <10% calories from sat fat Less than 5% of total fat as trans fat	<10% calories from added sugars	Not specified	Not specified
EU Pledge					
	≤560 calories per meal	<30% calories from fat <10% calories from sat fat No added trans fat	<10% calories from added sugars	≤660mg per meal	No artificial colourings and flavorings

C&C. Europe Soft Drinks Pledge
Europe Soft Drinks Pledge
Follows core pledge for all drinks.

CADBURY Pic/CADBURY ADAMS. Brazil Pledge; Australian Food and Grocery Council Pledge; US Pledge; Canada Pledge; South African Pledge
Brazil Pledge
No nutrient standards published yet
Australian Food and Grocery Council Pledge
The company say they follow nutrition standards guided by the Australian Dietary Guidelines for Children and Adolescents, but, unlike some other pledge members, provide no specific standards.
US Pledge
Covers all food products.
Canada Pledge
Covers all food products.
South African Pledge
No nutrient standards published yet for any company in the pledge.

Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
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CAMPBELL SOUP COMPANY/CAMPBELL ARNOTT'S. Australian Food and Grocery Council Pledge; US Pledge; Canada Pledge

NOTE: All food covered for children aged under 6.

Australian Food and Grocery Council Pledge: Use the green and amber criteria for the New South Wales Healthy School Canteen Strategy Fresh Tastes @ Schools programme for foods that can be advertised, implying that the 'red' foods cannot. The criteria for 'red' foods are a mix of food-based and nutrient-based standards, as below:

Savoury pastries, pasta, pizzas, oven-baked potato products, dim sims, spring rolls, fried rice and noodles	≤238kcal per 100g	≤5g per 100g	No criteria	≤400mg per 100g	No criteria
Crumbed and coated foods, sausages	≤238kcal per 100g	≤5g per 100g	No criteria	≤700mg per 100g	No criteria
Sweetened drinks, ices	≤72kcal per serving	No criteria	No criteria	≤100mg per serving	No criteria
Snack food bars, sweet biscuits	≤143kcal per serving	≤3g per serving	No criteria	No criteria	>1g per serving
Savoury snack foods, biscuits	≤143kcal per serving	≤3g per serving	No criteria	≤200mg per serving	No criteria
Ice creams, milk-based confections, dairy desserts	≤143kcal per serving	≤3g per serving	No criteria	No criteria	No criteria
Cakes, muffins, sweet pastries	≤215kcal per serving	≤3g per serving	No criteria	No criteria	≥1.5g per serving

In addition, no confectionery, sugar-sweetened drinks, deep-fried foods

US Pledge

Soups	≤150 calories per 8oz serving	≤3g total fat ≤1g sat fat and ≤15% calories from sat fat 0g trans fat	≤12g sugars from sources other than fruit, vegetables or dairy	≤480mg	Will continue to advertise regular tomato soup in 2009.
Snack crackers	≤170 calories per 8oz serving	≤35% calories from fat ≤10% from sat fat 0g trans fat	≤12g sugars from sources other than fruit, vegetables or dairy	No standard	Considered a sound choice if packaged in 100-calorie package, regardless of whether it meets other nutrition standards.

Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
Canned pasta	≤300 calories per 8oz serving	≤35% calories from fat ≤10% calories from sat fat 0g trans fat Pastas with meat: ≤10g fat ≤4.5g sat fat 0g trans fat	≤12g sugars from sources other than fruit, vegetables or dairy	Must have 25% less sodium than the largest selling SKU (stock-keeping unit).	Must contribute a serving of vegetables or a 1-ounce equivalent of whole grains, plus a good source of two or more nutrients, at least one of which is among those in short supply in children's diets.
Canada Pledge: These criteria are provided for specific foods which are named as those which will be advertised to children.					
Soups	≤150 calories per 250ml (8oz) serving	Fat criteria are consistent with criteria for permitting products to carry the Heart and Stroke Foundation's Health Check symbol, i.e. <3g total fat 5% or less of total fat from trans fat	No criteria	Sodium criterion is consistent with criterion for permitting products to carry the Heart and Stroke Foundation's Health Check symbol. i.e. <480mg sodium	Have an added nutrient or vegetable serving (the Health Check criteria is for fibre: 2g or more; or at least 5% of the Daily Value for vitamin A or vitamin C or iron or calcium or folate.)
Snack crackers	No criteria provided	≤35% calories from fat ≤2g sat fat 0g trans fat	≤1g sugar per serving	No criteria provided	No criteria provided

COCA-COLA COMPANY. Global company pledge (member of IFBA and ICBA Pledges); Brazil Pledge; Australian Food and Grocery Council Pledge; US Pledge; EU Pledge; Europe Soft Drinks Pledge; Russia Pledge; Thai Pledge; Canada Pledge; South African Pledge.
Brazil Pledge
No specific company standards published
Australian Food and Grocery Council Pledge
Covers all foods.
US Pledge
Covers all foods.
Canada Pledge
Covers all foods.
South African Pledge
No nutrient standards yet provided for any company in the pledge
EU Pledge
Covers all foods.
Europe Soft Drinks Pledge
Covers all foods.
ICBA Pledge
All non-alcoholic beverages other than water (mineral, source and purified) fruit juice, and dairy-based beverages (as defined by local regulations), as such segments are not covered by all ICBA members. The commitment also excludes products specifically formulated to address critical nutritional deficiencies and which, with the agreement of national authorities, may be part of a campaign to improve children's health.
IFBA Pledge
Covers all foods.
Russia Pledge
No nutrition standards published yet for any company in the pledge
Thai Pledge
No nutrition standards published yet for any company in the pledge

Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
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CONAGRA. US Pledge					
US Pledge					
Popcorn	≤200 calories	≤35% calories from fat ≤10% calories from sat fat 0g labelled trans fat	≤25% calories from added sugars	≤480mg	≥10% DV (Daily Value) for 1 nutrient At least 1oz equivalent whole grain food
Nuts and seeds/ Peanut butter	≤200 calories	≤35% calories from fat ≤10% calories from sat fat and 0g labelled trans fat			≥10% DV for 1 nutrient At least 1oz equivalent meat and beans
Pudding	≤100 calories			≤240mg	No standard
Canned pasta	≤350 calories			≤750mg	≥10% DV for 2 nutrients At least ¼ cup vegetable or fruit or 8g whole grain
Meals	≤500 calories			≤760mg	≥10% DV for 3 nutrients At least ¼ cup vegetable or fruit or 8g whole grain

DANNON/DANONE. Brazil Pledge; US Pledge; South African Pledge; EU Pledge					
Brazil Pledge					
Uses 'FoodProfiler' system which is a scoring system. So the system below is used as the basis of the score, not as threshold values. The commitment states that the FoodProfiler has been adapted for Brazil, but gives no specific figures. Standards for the core FoodProfiler model are described below for the EU Pledge.					
US Pledge (per labelled serving)					
	No criteria	2-3 year olds: ≤30% calories from fat 4-12 year olds: ≤25% calories from fat <10% calories from sat fat OR ≤1g sat fat 0g labelled trans fat	≤12.5g added sugars	≤230mg	Must contain ≥10% DV of calcium
South African Pledge					
No nutrient criteria published yet for any company in the pledge					
EU Pledge: Uses 'FoodProfiler' system which is a scoring system. So the system below is used as the basis of the score, not as threshold values.					
	No criteria	≤35% cal from fat ≤10% cal from sat fat ≤2% cal from trans fat	≤12% calories from added sugar	≤120mg per 100kcal	≥40mg/100kcal calcium ≥0.8mg/100kcal iron ≥1.3g/100kcal fibre ≥7% polyunsaturated fatty acids

Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
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ELEGÊ. Brazil Pledge					
Brazil Pledge					
Nutrient standards set in the Perdigão/Brasil Foods Pledge (note they produce largely meat and dairy products). The standards are thus the same for Elegê, Perdigão and Batavo.					
Dairy products	No criteria	>2g per portion sat fat	>12g per portion, excluding sugars from fruits and dairy	≤230mg per portion for dairy products	No criteria
Meat products	No criteria	No criteria	>12g per portion, excluding sugars from fruits and dairy	≤480mg per portion for meat products	No criteria

ENTYCE/SNACK WORKS. South African Pledge					
South African Pledge					
No nutrient criteria published yet for any company in the pledge					

EPIC. South African Pledge					
South African Pledge					
No nutrient criteria published yet for any company in the pledge					

FAMOUS BRANDS. South African Pledge					
South African Pledge					
No nutrient criteria published yet for any company in the pledge					

Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
FERRARO. Brazil Pledge; Australian Food and Grocery Council Pledge; Canada Pledge; South African Pledge; EU Pledge					
Brazil Pledge					
No nutrient criteria published yet					
Australian Food and Grocery Council Pledge					
The company pledge only to advertise products which fulfil nutrient criteria consistent with established scientific evidence and/or dietary guidelines, but say that nutrient criteria will be 'published at a later stage'.					
Canada Pledge					
The company pledge only to advertise products which fulfil nutrient criteria consistent with established scientific evidence and/or dietary guidelines, but say that nutrient criteria will be 'published at a later stage', and until then, it will not advertise any of its products to children. It says it does not currently advertise any of its products to children under the age of 12 in Canada.					
South African Pledge					
No nutrient criteria published yet for any company in the pledge					
EU Pledge					
The company pledge only to advertise products which fulfil nutrient criteria consistent with established scientific evidence and/or dietary guidelines, but say that nutrient criteria will be 'published at a later stage', and until then, it will not advertise any of its products to children.					

FONTERRA BRANDS AUSTRALIA. Australian Food and Grocery Council Pledge					
Australian Food and Grocery Council Pledge: The Nestlé products made under licence must conform to Nestlé standards. No confectionery at all can be advertised. The rest use the following standards, which are the 'sometimes' standards since these set the least strict criteria (only set for dairy products since it is a dairy company).					
Beverages	Only criteria for drinking yoghurts: ≤131kcal/100ml, but servings of milk must be ≤300ml per serving and smoothies and shakes ≤200ml per serving	≤4g fat /100ml and ≤2.6g/100ml	11-15g/100ml total sugars for milks; no high fructose corn syrup (HFCS)	No criteria	Calcium: ≥100mg/100ml for milk and drinking yoghurts; ≥80mg/100ml for smoothies and shakes
Yoghurts, dairy desserts, all desserts	143kcal/100g for yoghurts All formats must have a less than 200g serving size.	≤2.6g/100g for yoghurts ≤4g per serving for ice cream and frozen yoghurt	No HFCS	No criteria	Yoghurts ≥80mg calcium/100g Ice blocks must have ≥70% fruit juice.
Cheese	No criteria	≤36g/100ml for hard, cheddar, semi-soft, and soft fresh cheese	No criteria	≤750mg/100g	No criteria

Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
GENERAL MILLS. Global company pledge; Brazil Pledge; Australian Food and Grocery Council Pledge; US Pledge; Canada Pledge; South African Pledge; EU Pledge					
NOTE: All foods covered for children aged under 6.					
Global company pledge: All foods covered for children age 6 and under. For children 6-12 the following criteria apply:					
EITHER	≤175 calories per serving and FDA 'healthy' claim criteria with trans fat and sugar addition, as set out in the following boxes	≤3g fat per serving ≤15% kcal of sat fat per serving ≤1g sat fat per serving 0g trans fat	≤12g (excluding dairy and fruit/vegetable sugars)	≤480mg per serving	Contains at least 10% of DV per serving for vitamins A, C, calcium, iron, protein, or fibre except: raw fruits and veg; frozen or canned single ingredient fruits and veg; enriched cereal-grain products.
OR	≤175 calories per serving	<2g per serving from sat fat 0g trans fat per labelled serving	<12g per serving from sugar, other than sugar from fruit, vegetables and dairy	≤230mg for cereals and snacks ≤480mg per serving for side dishes and main dishes	Supplies per labelled serving at least one-half serving of a food group targeted for increased consumption (i.e. whole grain, fruit, vegetables, or fat-free or low-fat dairy).
Brazil Pledge					
No nutrient criteria published yet					
Australian Food and Grocery Council Pledge: as Cereal Partners Worldwide, a collaboration with Nestlé, so just for cereals. Criteria are per labelled serving.					
	≤175 calories per serving	<1.7g saturated fat	≤12g per serving	≤200mg	Contains ≤15% Recommended Daily Allowance of key nutrients per 100g, meaning ≤15% of iron, ≤15% calcium, plus ≤15% of six of any of the following nutrients: vitamin B1 (thiamin), vitamin B2 (niacin), vitamin B3 (riboflavin), vitamin B12, folate (folic acid), vitamin B6, vitamin C, pantothenic acid AND at least 8g dietary fibre per serving.
US Pledge					
EITHER	≤175 calories per serving and FDA 'healthy' claim criteria with trans fat and sugar addition, as set out in the following boxes	≤3g fat per serving ≤15% kcal of sat fat per serving ≤1g sat fat per serving 0g trans fat	≤12g (excluding dairy and fruit/ vegetable sugars)	≤480mg per serving	Contains at least 10% of DV per serving for vitamins A, C, calcium, iron, protein, or fibre except: raw fruits and veg; frozen or canned single ingredient fruits and veg; enriched cereal-grain products.
OR	≤175 calories per serving	≤2g sat fat 0g trans fat	≤12g (excluding dairy and fruit/vegetable sugars)	≤230mg cereal/snack ≤480mg side/main dishes	Supply, per labelled serving, at least half a serving of a food group targeted by the DHHS/USDA 2005 Dietary Guidelines for Americans for increased consumption, i.e. whole grain, fruit, vegetables or fat-free or low fat dairy.
Canada Pledge: The pledge covers nine brands: Lucky Charms, Cinnamon Toast Crunch, Honey Nut Cheerios, Fruit Gushers, Fruit by the Food, Fruit Flavored Snacks, Dunkaroos Chocolate Chip Cookies, Dunkaroos Cinnamon Graham Cookies, Fruit Roll-Ups. Criteria are per labelled serving. There are two alternative sets of criteria:					
EITHER	≤175 calories per serving	≤3g fat per serving ≤2g sat fat and trans fat together per serving Max 60mg cholesterol	≤12g (excluding dairy and fruit/ vegetable sugars)	≤230mg cereal/ snack ≤480mg side/ main dishes	Minimum of 2g fibre or minimum of 5% DV of at least one of the following vitamins and minerals: vitamin A, vitamin C, calcium or iron.

Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
OR	≤175 calories per serving	≤2g sat fat and trans fat together	≤12g (excluding dairy and fruit/ vegetable sugars)	≤230mg cereal/ snack ≤480mg side/ main dishes	Supply at least ½ serving of a food group targeted by Health Canada for increased consumption, i.e. fruit, vegetable, whole grain, lower-fat dairy, beans, lentil, tofu.
South African Pledge					
No nutrient criteria published yet for any company in the pledge					
EU Pledge: as Cereal Partners Worldwide, a collaboration with Nestlé, so just for cereals					
	≤175 calories per serving	<1.7g sat fat per serving	≤12g per serving	≤200mg per serving	Contains ≤15% Recommended Daily Allowance of key nutrients per 100g, meaning ≤15% of iron, ≤15% calcium, plus ≤15% of six of any of the following nutrients: vitamin B1 (thiamin), vitamin B2 (niacin), vitamin B3 (riboflavin), vitamin B12, folate (folic acid), vitamin B6, vitamin C, pantothenic acid AND at least 8g dietary fibre per serving.

GERBER FOODS. Europe Soft Drinks Pledge
Europe Soft Drinks Pledge
Follows core pledge for all drinks.

GLAXOSMITHKLINE. Europe Soft Drinks Pledge
Europe Soft Drinks Pledge
Follows core pledge for all drinks.

GRUPO BIMBO. Brazil Pledge; IFBA Pledge
Brazil Pledge
No nutrient criteria published yet
IFBA Pledge
Not published any specific commitment

HERSHEY'S. US Pledge; Canada Pledge
US Pledge
Covers all foods.
Canada Pledge
Covers all foods.

JANES FAMILY FOODS. Canada Pledge
Canada Pledge
Covers all foods.

Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
KELLOGGS. Global pledge (member of IFBA); Brazil Pledge; Australian Food and Grocery Council Pledge; US Pledge; Canada Pledge; EU Pledge; Russia Pledge; Thai Pledge.					
NOTE: All foods covered for children aged under 6					
Global Pledge (member of IFBA)					
	≤200 calories	≤2g sat fat 0g trans fat	≤12.5g (labelled 12g, excluding sugars from fruit, dairy)	≤230mg Exception: frozen waffles (≤460mg / 20% DV)	No criteria
Brazil Pledge					
Only a general statement made in support					
Australian Food and Grocery Council Pledge: Criteria are per serving.					
	≤200 calories	≤2g sat fat 0g trans fat	≤12g (excluding sugars from fruit, dairy)	≤230mg	No criteria
US Pledge: Criteria are per serving.					
	≤200 calories	≤2g sat fat 0g trans fat	≤12g (excluding sugars from fruit, dairy, and vegetables)	≤230mg Exception: frozen waffles (≤460mg / 20% DV)	No criteria
Canada Pledge: Criteria are per serving.					
	≤200 calories	≤2g sat fat 0g trans fat	≤12g (excluding sugars from fruit, dairy)	≤230mg Exception: frozen waffles (≤460mg / 20% DV)	No criteria
South African Pledge					
No nutrient criteria published yet for any company in the pledge					
EU Pledge					
	≤200 calories	≤2g sat fat 0g trans fat	≤12g (excluding sugars from fruit, dairy)	≤230mg Exception: frozen waffles (≤460mg / 20% DV)	No criteria
Russia Pledge					
No nutrient criteria published yet for any company in the pledge					
Thai Pledge					
No nutrient criteria published yet for any company in the pledge					

Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
KRAFT: Global pledge (member of IFBA); Brazil Pledge; Australian Food and Grocery Council Pledge; US Pledge; Canada Pledge; South African Pledge; EU Pledge; Russia Pledge.					
NOTE: All foods covered for children aged under 6.					
Global Pledge (member of IFBA) Criteria set according to 'Sensible Solution' criteria. All foods must meet the following criteria or must be free of, low in, or at least 25% reduced in at least one of the following: calories, fat, saturated fat, sugar or sodium.					
100% fruit juice	≤120 calories ≤8oz	No criteria	No added sugar	No criteria	AND must contain 10% DV of vitamins A, C, or E, calcium, magnesium, potassium, iron, protein or fibre; OR contain at least a half-serving of fruit or vegetable OR provide a functional benefit.
Refreshment beverages	≤40 calories ≤8oz	No criteria	≤10g added sugar	No criteria	AND must contain 10% DV of vitamins A, C, or E, calcium, magnesium, potassium, iron, protein or fibre; OR contain at least a half-serving of fruit or vegetable OR provide a functional benefit
Specialty beverages	≤100 calories	≤2g total fat and ≤1g sat and trans fats	≤10g added sugar	No criteria	AND must contain 10% DV of vitamins A, C, or E, calcium, magnesium, potassium, iron, protein, or fibre; OR contain at least a half-serving of fruit or vegetable OR provide a functional benefit
Cereals with smaller serving sizes (30g)	≤170 calories	≤30% calories from total fat ≤10% calories from sat plus trans fats	≤25% calories from added sugars	≤360mg	AND must have at least 2.5g fibre or 8g whole grain AND must contain 10% DV of vitamins A, C, or E, calcium, magnesium, potassium, iron, protein or fibre; OR contain at least a half-serving of fruit or vegetable OR 8g whole grain; OR have a functional nutrition benefit.
Cereal with larger serving sizes (55g)	≤290 calories	≤30% calories from total fat ≤10% calories from sat plus trans fats	≤25% calories from added sugars	≤480mg	AND must have at least 5g fibre or 16g whole grain AND must contain 10% DV of vitamins A, C, or E, calcium, magnesium, potassium, iron, protein or fibre; OR contain at least a half-serving of fruit or vegetable OR 16g whole grain; OR have a functional nutrition benefit.
Granola and cereal bars	≤150 calories	≤30% calories from total fat ≤10% calories from sat plus trans fats	≤25% calories from added sugars	≤360mg	AND must have at least 2.5g fibre or 8g whole grain or 10% protein AND must contain 10% DV of vitamins A, C, or E, calcium, magnesium, potassium, iron, protein or fibre; OR contain at least a half-serving of fruit or vegetable; OR have a functional nutrition benefit.
Cookies	≤100 calories OR ≤130 calories if the product contains 10% DV fibre, at least 5g whole grain or has a functional nutrition benefit	≤30% calories from total fat OR ≤30% calories from total fat if the product contains 10% DV fibre, at least 5g whole grain or has a functional nutrition benefit ≤10% calories from sat plus trans fats	≤25% calories from added sugars	≤290mg	AND must contain 10% DV of vitamins A, C, or E, calcium, magnesium, potassium, iron, protein or fibre; OR contain at least a half-serving of fruit or vegetable; OR have at least 5g whole grain OR have a functional nutrition benefit.

Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
Nuts and nut-based snacks	≤200 calories	≤20g fat ≤2g saturated and trans fat	≤10% calories from added sugars	≤290mg	AND must contain 10% DV of vitamins A, C, or E, calcium, magnesium, potassium, iron, protein or fibre; OR contain at least a half-serving of fruit or vegetable; OR have a functional nutrition benefit.
Cracker products	≤100 calories OR ≤130 calories if the product contains 10% DV fibre, at least 5g wholegrain or has a functional nutrition benefit	≤30% calories from total fat OR ≤30% calories from total fat if the product contains 10% DV fibre, at least 5g wholegrain or has a functional nutrition benefit ≤10% calories from sat plus trans fats	≤25% calories from added sugars	≤290mg	AND must contain 10% DV of vitamins A, C, or E, calcium, magnesium, potassium, iron, protein or fibre; OR contain at least a half-serving of fruit or vegetable; OR have at least 5g wholegrain OR have a functional nutrition benefit.
Salted snacks	≤100 calories OR ≤130 calories if the product contains 10% DV fibre, at least 5g wholegrain or has a functional nutrition benefit	≤30% calories from total fat OR ≤30% calories from total fat if the product contains 10% DV fibre, at least 5g wholegrain or has a functional nutrition benefit ≤10% calories from sat plus trans fats	≤25% calories from added sugars	≤290mg	AND must contain 10% DV of vitamins A, C, or E, calcium, magnesium, potassium, iron, protein or fibre; OR contain at least a half-serving of fruit or vegetable; OR have at least 5g wholegrain OR have a functional nutrition benefit.
Natural and processed cheeses except Parmesan, cream cheeses, sour cream, dips and houmus	≤100 calories	≤3g fat ≤2g sat and trans fat ≤40mg cholesterol	≤25% calories from added sugars	≤290mg	AND must contain 10% DV of vitamins A, C, or E, calcium, magnesium, potassium, iron, protein or fibre; OR contain at least a half-serving of fruit or vegetable; OR have a functional nutrition benefit.
Grated Parmesan cheese	Qualifies if adheres to 'reduced-in' criteria				
Convenient meal products	250-600 calories (range provided because of wide range of serving sizes)	≤35% calories from total fat ≤10% calories from sat plus trans fats 60-90mg cholesterol	≤25% calories from added sugars	480-960mg	AND must contain 10% DV of vitamins A, C, or E, calcium, magnesium, potassium, iron, protein or fibre; OR contain at least a half-serving of fruit or vegetable; OR have at least 8g wholegrain; OR have a functional nutrition benefit.

Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
Meat and meat alternative products	60-110 calories (range provided because of wide range of serving sizes)	1-4g total fat 0.5-1.5g sat fat and trans fat 15-80mg cholesterol	No criteria	No criteria	AND must contain at least 5g protein AND must contain 10% DV of vitamins A, C, or E, calcium, magnesium, potassium, iron, protein or fibre; OR contain at least a half-serving of fruit or vegetable; OR have at least 8g wholegrain OR have a functional nutrition benefit.
Dessert products	≤100 calories	≤30% calories from total fat ≤10% calories from sat plus trans fats	≤25% calories from added sugars	≤360mg	AND must contain 10% DV of vitamins A, C, or E, calcium, magnesium, potassium, iron, protein or fibre; OR contain at least a half-serving of fruit or vegetable; OR have a functional nutrition benefit.
Salad dressings	≤80 calories	≤30% calories from total fat ≤10% calories from sat plus trans fats 10mg cholesterol	≤25% calories from added sugars	≤290mg	AND must contain 10% DV of vitamins A, C, or E, calcium, magnesium, potassium, iron, protein or fibre; OR contain at least a half-serving of fruit or vegetable; OR have a functional nutrition benefit.
Mayonnaise	≤50 calories	≤30% calories from total fat ≤10% calories from sat plus trans fats 5mg cholesterol	≤25% calories from added sugars	≤140mg	AND must contain 10% DV of vitamins A, C, or E, calcium, magnesium, potassium, iron, protein or fibre; OR contain at least a half-serving of fruit or vegetable; OR have a functional nutrition benefit.
Brazil Pledge					
Criteria the same as the 'Sensible Solution' criteria as detailed above, but provided for a more limited number of foods. All foods must meet the following criteria OR must be free of, low in, or at least 25% reduced in at least one of the following: calories, fat, saturated fat, sugar or sodium.					
Drinks	<40 calories	No criteria	<10g added sugars	No criteria	AND have the presence of one or more 'positives', which are: 10% or more of the recommended daily intake (RDI) of vitamin A, C, E, calcium, magnesium, potassium, iron, protein or fibre; at least half a serving of fruit or vegetable; deliver a functional benefit
Cookies	≤100 calories OR ≤130 calories if the product contains 10% DV fibre, at least 5g wholegrain or has a functional nutrition benefit	≤30% calories from total fat OR ≤30% calories from total fat if the product contains 10% DV fibre, at least 5g wholegrain or has a functional nutrition benefit ≤10% calories from sat plus trans fats	≤25% calories from added sugars	≤290mg	AND have the presence of one or more 'positives', which are: 10% or more of the Recommended Daily Intake (RDI) of: vitamin A, C, E, calcium, magnesium, potassium, iron, protein or fibre; at least half a serving of fruit or vegetable; a significant amount of grain (at least 5g); deliver a functional benefit

Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
Salted snacks	≤100 calories OR ≤130 calories if the product contains 10% DV fibre, at least 5g wholegrain or has a functional nutrition benefit	≤30% calories from total fat OR ≤30% calories from total fat if the product contains 10% DV fibre, at least 5g wholegrain or has a functional nutrition benefit ≤10% calories from sat plus trans fats	≤25% calories from added sugars	≤290mg	AND have the presence of one or more 'positives' which are: 10% or more of the Recommended Daily Intake (RDI) of: vitamin A, C, E, calcium, magnesium, potassium, iron, protein or fibre; at least half a serving of fruit or vegetable; a significant amount of grain (at least 5g); deliver a functional benefit
Dessert products	≤100 calories	≤30% calories from total fat ≤10% calories from sat plus trans fats	≤25% calories from added sugars	≤360mg	AND have the presence of one or more 'positives' which are: 10% or more of the Recommended Daily Intake (RDI) of: vitamin A, C, E, calcium, magnesium, potassium, iron, protein or fibre; at least half a serving of fruit or vegetable; deliver a functional benefit

Australian Food and Grocery Council Pledge
Criteria set according to 'Sensible Solution' criteria as detailed above. All foods must meet the criteria OR must be free of, low in, or at least 25% reduced in at least one of the following: calories, fat, saturated fat, sugar or sodium.
US Pledge
Criteria set according to 'Sensible Solution' criteria as detailed above. All foods must meet the criteria OR must be free of, low in, or at least 25% reduced in at least one of the following: calories, fat, saturated fat, sugar or sodium. (In August 2009, Kraft announced that the criteria would change to the new 'Smart Choices' programme. However, since that time, the programme appears to have ceased operating, so it is not clear whether this still applies.)
Canada Pledge
Criteria set according to 'Sensible Solution' criteria as detailed above. All foods must meet the criteria OR must be free of, low in, or at least 25% reduced in at least one of the following: calories, fat, saturated fat, sugar or sodium.
South African Pledge
No nutrient criteria published yet for any company in the pledge
EU Pledge
Criteria set according to 'Sensible Solution' criteria as detailed above. All foods must meet the criteria OR must be free of, low in, or at least 25% reduced in at least one of the following: calories, fat, saturated fat, sugar or sodium.
Russia Pledge
No nutrient criteria published yet for any company in the pledge

Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
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MARS, INC. Global pledge (member of IFBA); Brazil Pledge; Australian Food and Grocery Council Pledge; US Pledge; Canada Pledge; EU Pledge; Thai Pledge; South African Pledge; Russia Pledge.					
Global Pledge (member of IFBA)					
Covers all foods.					
Brazil Pledge					
No nutrient criteria published yet					
Australian Food and Grocery Council Pledge					
Covers all foods.					
US Pledge					
Covers all foods.					
Canada Pledge					
Covers all foods.					
South African Pledge					
No nutrient criteria published yet for any company in the pledge					
EU Pledge					
Covers all foods.					
Russia Pledge					
No nutrient criteria published yet for any company in the pledge					
Thai Pledge					
No nutrition criteria published yet for any company in the pledge					

McCAIN. Canada Pledge					
Canada Pledge					
Covers all foods					

Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
MCDONALD'S. Brazil Pledge; Australian Quick Service Restaurant Pledge; US Pledge; Canada Pledge, South African Pledge					
Brazil Pledge					
Happy Meals	A third of the amount of calories required by children per day (1425kcal according to the WHO)	Less than 10% of energy from sat fat per meal, and less than 1% from trans fat, according to the criteria set by the WHO/FAO	No criteria	Less than 2000mg (actual amount on examples given range between 481 and 567mg)	They also have criteria for calcium and iron, but, as for the sodium, it is not clear.
Australian Quick Service Restaurant Pledge: Nutrient criteria are set by the pledge programme, not the individual company, as follows:					
	≤497kcal per meal for children aged 4-8 years ≤661kcal per meal for children aged 9-13 years	≤0.4g per 100KJ from sat fat per meal	≤1.8g per 100 KJ from sugar per meal	≤650mg per meal	None
US Pledge (kids 'advertised' meal)					
	≤600 calories	≤35% calories from fat ≤10% calories from sat fat	≤35% by weight	No criteria	Advertised meal includes only those with 1% milk and apple slices with caramel dip.
Canada Pledge (kids 'advertised' meal)					
	≤600 calories	≤35% calories from fat ≤10% calories from sat fat	≤35% by weight	No criteria	Advertised meal includes only those with 1% milk and apple slices with caramel dip.
South African Pledge					
No nutrient criteria published yet for any company in the pledge					

NANDO'S. South African Pledge					
South African Pledge					
No nutrient criteria published yet for any company in the pledge					

Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
NESTLÉ. Global pledge (member of IFBA); Brazil Pledge; Australian Food and Grocery Council Pledge; US Pledge; Canada Pledge; South African Pledge; EU Pledge; Thai Pledge					
NOTE: ALL FOODS COVERED FOR CHILDREN AGED UNDER 6					
Global Pledge (member of IFBA)					
Not specifically stated in the published document, but inferred elsewhere that it follows the criteria set by the Nestlé Nutrition Profiling System, as set out below.					
Brazil Pledge					
No nutrient criteria published yet					
Australian Food and Grocery Council Pledge. Follows the criteria set by the Nestlé Nutrition Profiling System, as set out below.					
Milk-based breakfast beverages	≤15% DV/serving	Total fat ≤10% DV/ serving OR ≤30% of energy Sat fat ≤20% DV/ serving OR ≤15% of energy Trans fats ≤3% of total fat	≤25% DV added sugars per serving OR ≤25% of energy Fructose ≤50% added sugars criterion	≤10% DV per serving OR ≤5% DV/100kcal	≥10% DV/serving protein and ≥12% of energy ≥20% DV/serving calcium and ≥14% DV/100kcal
Milk-based beverages for consumption as a small part of a meal or in-between meals	≤10% DV/serving	Total fat ≤10% DV/ serving Sat fat ≤20% DV/ serving Trans fats ≤3% of total fat	Added sugars ≤25% DV/ serving Fructose ≤50% added sugars criterion	≤10% DV per serving	Protein ≥12% of energy Calcium ≥14% DV/100kcal Linoleic acid ≥8% total fat
Juice-based beverages	≤10% DV/serving	Total fat ≤5% DV/ serving Sat fat ≤5% DV/ serving Trans fats ≤3% of total fat	Added sugars ≤1% DV/ serving Fructose ≤50% added sugars criterion	≤5% DV per serving	No criteria
Flavoured waters	≤5% DV/serving	Sat fat ≤1% DV/serving Trans fats ≤3% of total fat	Added sugars ≤50g DV Fructose ≤50% added sugars criterion	≤5% DV per serving	No criteria
Other beverages (e.g. coffee or tea-based beverages)	≤5% DV/serving	Total fat ≤7.5% DV/ serving Sat fat ≤10% DV/ serving Trans fats ≤3% of total fat	Added sugars ≤80g/l Fructose ≤50% added sugars criterion	≤5% DV per serving	No criteria
Cereal-based foods	≤10-20% DV/serving	Total fat ≤30% of energy Sat fat ≤15% of energy Trans fats ≤3% of total fat	Added sugars ≤25% of energy Fructose ≤50% added sugars criterion	≤5% DV/100kcal	Fibre ≥5% DV/serving or ≥5% DV/100kcal

Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
Complete meals	≤30% DV/serving	Total fat ≤35% of energy Sat fat ≤15% of energy Trans fats ≤3% of total fat	Added sugars ≤25% of energy Fructose ≤50% added sugars criterion	≤40% DV per serving	Protein ≥12% of energy
Side-dishes and centre of plate foods	≤20% DV/serving	≤15% DV total fat per serving OR ≤40% of energy ≤20% DV sat fat per serving OR ≤20% of energy Trans fats ≤3% of total fat	≤15% DV added sugars per serving OR ≤15% of energy Fructose ≤50% added sugars criterion	≤25% DV per serving	≥15% DV/serving protein and ≥20% of energy
Soups	≤10% DV/serving	Total fat ≤7.5% DV/ serving Sat fat ≤7.5% DV/ serving Trans fats ≤3% of total fat	Added sugars ≤5% DV/ serving Fructose ≤50% added sugars criterion	≤33% DV per serving	No criteria
Cold cuts and spread	≤10% DV/serving	Total fat ≤10% DV/ serving Sat fat ≤10% DV/ serving Trans fats ≤3% of total fat	Added sugars ≤5% DV/ serving Fructose ≤50% added sugars criterion	≤10% DV per serving	No criteria
Breads and savoury doughs	≤10% DV/serving	Total fat ≤10% DV/ serving Sat fat ≤10% DV/ serving Trans fats ≤3% of total fat	Added sugars ≤5% DV/ serving Fructose ≤50% added sugars criterion	≤10% DV per serving	≥10% DV fibre per serving
Savoury snacks	≤10% DV/serving	Total fat ≤10% DV/ serving Sat fat ≤10% DV/ serving Trans fats ≤3% of total fat	Added sugars ≤5% DV/ serving Fructose ≤50% added sugars criterion	≤12.5% DV per serving	No criteria
Salty and savoury biscuits	≤10% DV/serving	Total fat ≤15% DV/ serving Sat fat ≤15% DV/ serving Trans fats ≤3% of total fat	Added sugars ≤5% DV/ serving Fructose ≤50% added sugars criterion	≤12.5% DV per serving	No criteria
Cheeses	≤10% DV/serving	Total fat ≤10% DV/ serving Sat fat ≤20% DV/ serving Trans fats ≤3% of total fat	Added sugars ≤5% DV/ serving Fructose ≤50% added sugars criterion	≤15% DV per serving	Protein ≥12% of energy
Yoghurts and fresh cheeses	≤10% DV/serving	Total fat ≤7.5% DV/ serving Sat fat ≤15% DV/ serving Trans fats ≤3% of total fat	Added sugars ≤25% DV/ serving Fructose ≤50% added sugars criterion	≤10% DV per serving	Protein ≥12% of energy Calcium ≥14% DV/100kcal

Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
Dairy desserts	≤10% DV/serving	Total fat ≤10% DV/ serving Sat fat ≤20% DV/ serving Trans fats ≤3% of total fat	Added sugars ≤25% DV/ serving Fructose ≤50% added sugars criterion	≤10% DV per serving	Calcium ≥5% DV/100kcal
Ice creams	≤10% DV/serving	Total fat ≤15% DV/ serving Sat fat ≤20% DV/ serving Trans fats ≤3% of total fat	Added sugars ≤25% DV/ serving Fructose ≤50% added sugars criterion	≤5% DV per serving	No criteria
Water ices and sorbets	≤5% DV/serving	Total fat ≤5% DV/ serving Sat fat ≤5% DV/ serving Trans fats ≤3% of total fat	Added sugars ≤25% DV/serving Fructose ≤50% added sugars criterion	≤5% DV per serving	No criteria
Cakes, cookies and desserts	≤10% DV/serving	Total fat ≤15% DV/ serving Sat fat ≤15% DV/ serving Trans fats ≤3% of total fat	Added sugars ≤25% DV/ serving Fructose ≤50% added sugars criterion	≤7.5% DV per serving	No criteria
Confectionery bars (not chocolate)	≤10% DV/serving	Total fat ≤10% DV/ serving Sat fat ≤10% DV/ serving Trans fats ≤3% of total fat	Added sugars ≤25% DV/ serving Fructose ≤50% added sugars criterion	≤5% DV per serving	No criteria
Sugar confectionery	≤5% DV/serving	Total fat ≤5% DV/ serving Sat fat ≤5% DV/ serving Trans fats ≤3% of total fat	Added sugars ≤25% DV/ serving Fructose ≤50% added sugars criterion	≤5% DV per serving	No criteria
Chocolate	≤10% DV/serving	Total fat ≤15% DV/ serving Sat fat ≤65% DV/ serving Trans fats ≤3% of total fat	Added sugars ≤25% DV/ serving Fructose ≤50% added sugars criterion	≤5% DV per serving	No criteria
Dressings and culinary sauces	≤5% DV/serving	Total fat ≤10% DV/ serving Sat fat ≤5% DV/ serving Trans fats ≤3% of total fat	Added sugars ≤5% DV/ serving Fructose ≤50% added sugars criterion	≤10% DV per serving	No criteria
Mayonnaise and cold sauces	≤5% DV/serving	Total fat ≤10% DV/serving Sat fat ≤5% DV/serving Trans fats ≤3% of total fat	Added sugars ≤5% DV/serving Fructose ≤50% added sugars criterion	≤5% DV per serving	No criteria

Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
Bouillons	≤5% DV/serving	Total fat ≤5% DV/ serving Sat fat ≤5% DV/ serving Trans fats ≤3% of total fat	Added sugars ≤5% DV/ serving Fructose ≤50% added sugars criterion	≤33% DV per serving	No criteria
Sweetened condensed milk	≤5% DV/serving	Total fat ≤5% DV/ serving Sat fat ≤10% DV/ serving Trans fats ≤3% of total fat	Added sugars ≤25% DV/ serving Fructose ≤50% added sugars criterion	≤5% DV per serving	No criteria
US Pledge					
100% juice	≤170 calories	0g fat 0g sat fat 0g trans fat	No added sugar	≤70mg	
Chocolate ready to drink and powdered flavoured milk	≤170 kcal	≤3g total fat ≤2g sat fat 0g trans fat	≤12.5g added sugar	≤140mg	Must be a 'good' to 'excellent' source of calcium.
Calcium-fortified low-fat milk	≤100 kcal	≤2.5g total fat ≤1.5g sat fat 0g trans fat	No added sugar	≤125mg	Must be a 'good' to 'excellent' source of calcium.
Push-Up Frozen Dairy Dessert	≤100 calories	≤3.5g total fat ≤2g sat fat 0g trans fat	≤12.5g added sugar	≤70mg	Must deliver a functional benefit by providing an excellent source of a positive nutrient like vitamin C or calcium.
Canada Pledge. The company says that the only brand advertised to children in Canada is Nesquik, so this is the only food for which nutrient criteria are provided (in the compliance report). The criteria are the Nestlé Nutritional Profiling criteria (as above), which also follow criteria for foods that can claim a biological role as per the CFIA (Canadian Food Inspection Agency) Guide to Food Labelling and Advertising.					
Nesquik	Nestlé Nutritional Profiling criteria (as above), but not stated which group Nesquik belongs to	Nestlé Nutritional Profiling criteria (as above), but not stated which group Nesquik belongs to	Nestlé Nutritional Profiling criteria (as above), but not stated which group Nesquik belongs to AND 25% or 1/3 less sugar	Nestlé Nutritional Profiling criteria (as above), but not stated which group Nesquik belongs to	Nestlé Nutritional Profiling criteria (as above), but not stated which group Nesquik belongs to.
South African Pledge					
No nutrient criteria published yet for any company in the pledge					
EU Pledge. Follows the Nestlé Nutritional Profiling System for all products except cereals, which follow the Cereal Partners Worldwide criteria.					
Cereals: see also General Mills	≤175 calories	<1.7g sat fat No criteria for trans fats	≤12g	≤200mg	Contains ≤15% Recommended Daily Allowance of key nutrients per 100g, meaning ≤15% of iron, ≤15% of calcium, plus ≤15% of six of any of the following nutrients: vitamin B1 (thiamin), vitamin B2 (niacin), vitamin B3 (riboflavin), vitamin B12, folate (folic acid), vitamin B6, vitamin C, pantothenic acid AND at least 8g dietary fibre per serving.

Other products	See under Australian Food and Grocery Council Pledge above.
Russia Pledge	
No nutrient criteria published yet for any company in the pledge	
Thai Pledge	
No nutrient criteria published yet for any company in the pledge	

PARMALAT. Brazil Pledge; Canada Pledge; South African Pledge	
Brazil Pledge	
No nutrient criteria published yet	
Canada Pledge	
The only products advertised will be the Black Diamond Cheesestrings brand in three flavours: Mozzarella, Marbelicious and Cheddarific, and Black Diamond Ficello Smart Growth Stringable Cheese and Funcheez. No specific nutrient criteria are provided, except that they are in line with the Foods and Drugs Act criteria for source of calcium, protein and vitamin A.	
South African Pledge	
No nutrient criteria published yet for any company in the pledge	

PATTIES FOODS. Australian Food and Grocery Council Pledge					
Australian Food and Grocery Council Pledge					
Covers all foods.					
Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines

Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
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PEPSICO. Global pledge (IFBA member), Brazil Pledge; Australian Food and Grocery Council Pledge; US Pledge; Canada Pledge; South African Pledge; EU Pledge; Thai Pledge; Europe Soft Drinks Pledge

Global Pledge (IFBA member)

The original statement by PepsiCo was that ‘Nutrition criteria will be based on recognized and accepted scientific and nutrition principles. The exact criteria will be subject to a further communication by PepsiCo in 2009 and may differ around the world to take into account different dietary habits and nutrition requirements.’

(Note: These criteria were released in March 2010, and the company said that they would apply to all the commitments by the end of 2010, which means that this would be the only set of criteria and that the others listed here will be phased out.)

Beverages: Follow ICBA guidelines that ‘This commitment is to not place any marketing communication for non-alcoholic beverages other than water (mineral, source and purified), fruit juice, and dairy-based beverage, as defined by local regulations, in paid third party media whose audience consists of 50% or more of children under the age of 12.’

Snacks and foods	For foods marketed as snacks only: 150kcal per portion ⁸	Total fat ≤35% of calories ^{1,2} Sat fat ≤10% of calories ³ Trans fat <0.5g per Reference Quantity ⁴ Cholesterol ≤ 30mg per Reference Quantity	≤ 10% of calories ⁵	≤150mg per Reference Quantity	At least half a serving of one Food Group to Encourage ⁶ per Reference Quantity OR Minimum content of one locally relevant Nutrient to Encourage ⁷ per Reference Quantity
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Brazil Pledge

Snacks and foods		Total fat ≤35% of calories ^{1,2} Sat fat ≤10% of calories ³ Trans fat <0.5g per Reference Quantity ⁴ Cholesterol ≤30mg per Reference Quantity	≤10% of calories ⁵	≤240mg	
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Exceptions:

1. Savoury snacks may contain up to 43% of calories from total fat IF they also contain ONE FULL SERVING of a Food Group to Encourage.
2. Seeds, nuts and nut butters (e.g. whole tree nuts, peanuts, seeds, tahini, peanut paste) and nut-containing products (which contain at least 50% nuts and ≤1g added fat) are not required to meet the total fat limit.
3. Seeds, nuts and but butters may contain up to 15% of calories from saturated fat.
4. Reference Quantities have been established for a wide range of snacks and foods e.g. 30g crisps, 30g nuts, 40g grain-based bars, 30g ready-to-eat breakfast cereal, 50g bread, 245ml soup.
5. Sweet snacks, breakfast cereals, sauces and dips may contain up to 25% of calories from added sugars IF they also contain ONE FULL SERVING of a Food Group to Encourage.
6. Examples of Food Groups to Encourage include fruit, vegetables, whole grains, low-fat milk products, nuts/legumes. Serving sizes have been determined for each food group.
7. Examples of Nutrients to Encourage include: protein, fibre, calcium, potassium, magnesium, iron, zinc, folate, vitamin A, vitamin D, vitamin C, vitamin E. (Specific nutrients that may be used to meet this criterion are defined locally based on dietary gaps.) Minimum contents per Reference Quantity have been determined for each Nutrient to Encourage.
8. The calorie limit does not apply to certain foods (e.g. bread, pasta, pancakes, rice, breakfast cereals, oats, pasta, sauces, soup, dips). Examples of ‘snacks’ are potato chips, crisps, corn chips, popcorn, biscuits, crackers, bread snacks, muesli bars, grain-based bars, cookies, cakes, muffins, trail mix, nuts, seeds, nut clusters, nut/seed bars.

Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
Australian Food and Grocery Council Pledge					
The company says they do not advertise their products to children under the age of 12. However, they say that if such advertising were to take place in the future, it would only be for foods that meet nutrition criteria based on recognised and accepted scientific principles. These would be subject to further communication by PepsiCo in 2009 and might differ around the world to take into account different dietary habits and nutrition requirements.					
US Pledge. Set for advertised products only. Criteria are for the Smart Spot products. For beverages, the company says the only drink it advertises to children is Gatorade.					
Beverages	No criteria	≤3g fat ≤1g sat fat No trans fat	≤25% of calories from added sugars but does not apply if the product contains 10% DV fibre or meets other criteria	≤480mg	Most foods and beverages: Must contain 10% or more of DV of one or more of vitamins A or C, iron, calcium, protein or fibre.
Cereals	No criteria	≤30% calories from fat ≤1g sat fat No trans fat	≤25% of calories from added sugars but does not apply if the product contains 10% DV fibre or meets other criteria	≤480mg	Most foods and beverages: Must contain 10% or more of DV of one or more of vitamins A or C, iron, calcium, protein or fibre.
Snacks	No criteria	≤35% calories from fat ≤1g sat fat No trans fat	≤25% of calories from added sugars but does not apply if the product contains 10% DV fibre or meets other criteria	≤270mg	Most foods and beverages: Must contain 10% or more of DV of one or more of vitamins A or C, iron, calcium, protein or fibre.
Canada Pledge					
The company says they do not advertise their products to children under the age of 12. However, they say that if such advertising were to take place in the future, it would only be for foods adhering to the Smart Spot criteria, which meet the CCFBAI (Canadian Children's Food and Beverage Advertising Initiative) nutrition standards.					
South African Pledge					
No nutrient criteria published yet for any company in the pledge					
EU Pledge: The commitment states that revised criteria would be published in 2009, but this did not happen.					
EITHER At least 25% reduction per reference amount in any one of the following nutrients: calories, fats (total or saturated fat) (also with a 10% reduction in total fat or calories), cholesterol, sodium, added sugars OR					
Breakfast cereals and beverages (serving size 30g, 40g or 45g for cereals, 250ml for carbonated soft drinks, 200ml for fruit juices)	Not specified	≤30% kcal from fat ≤1g sat fat ≤0.5g trans fat ≤60mg cholesterol	≤10% of calories from added sugars OR up to 25% kcal from added sugars IF ≥2.5g fibre per serving	≤460mg	No criteria
Snacks (25g serving size)	Not specified	≤35% kcal from fat ≤10% kcal from sat fat ≤0.5g trans fat ≤30mg cholesterol	≤10% of calories from added sugars OR up to 25% kcal from added sugars IF ≥2.5g fibre per serving	≤460mg	No criteria

ICBA Pledge
Applies to all non-alcoholic beverages other than water (mineral, source and purified) fruit juice, and dairy-based beverages (as defined by local regulations), as such segments are not covered by all ICBA members. The commitment also excludes products specifically formulated to address critical nutritional deficiencies and which, with the agreement of national authorities, may be part of a campaign to improve children’s health.
Russia Pledge
No nutrient criteria published yet for any company in the pledge
Thai Pledge
No nutrient criteria published yet for any company in the pledge

Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
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PERDIGÃO/BRASIL FOODS. Brazil Pledge					
Brazil Pledge					
The nutrient standards shown below also apply to Batavo and Elegê. (Note that they produce largely meat and dairy products.)					
Dairy products	No criteria	>2g sat fat per portion	>12g per portion, excluding sugars from fruits and dairy	≤230mg per portion for dairy products	No criteria
Meat products	No criteria	No criteria	>12g per portion, excluding sugars from fruits and dairy	≤480mg per portion for meat products	No criteria

PIONEER FOODS. South African Pledge					
South African Pledge					
No nutrient criteria published yet for any company in the pledge					

POST FOODS LLC (a division of Ralcorp). US Pledge; Canada Pledge					
NOTE: All foods covered for children aged under 6.					
US Pledge: Nutrient criteria are set by the pledge programme as a minimum standard, as follows:					
	≤200kcal per serving	≤3g fat per serving ≤1g sat fat per serving 0g trans fats	≤12g per serving (not including natural sugar in fruit etc)	≤230mg per serving	Must contain fibre ≥10% RDI; whole grain ≥8g; be A Good Source of at least six essential vitamins or minerals.
Canada Pledge: Pledge states that healthier dietary choices are decided in accordance with Canada’s Food Guide and meet the Canada Food Inspection Agency’s criteria for nutrient content claims, but no specifics are given.					

Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
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QUICK SERVICE RESTAURANT HOLDINGS (QSRH) PTY LTD representing Red Rooster, Chicken Treat and Oporto brands. Australian Quick Service Restaurant Pledge

Australian Quick Service Restaurant Pledge: Nutrient criteria are set by the pledge programme as a minimum standard, as follows:

	≤497kcal per meal for children aged 4-8 years ≤661kcal per meal for children aged 9-13 years	≤0.4g per 100KJ from sat fat	≤1.8g per 100KJ from sugar	≤650mg per serving	None
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RAINBOW CHICKEN. South African Pledge

South African Pledge

No nutrient criteria published yet for any company in the pledge

SANITARIUM HEALTH COMPANY. Australian Food and Grocery Council Pledge

Australian Food and Grocery Council Pledge

The company says that the nutrient criteria are based on company-specific nutrient benchmarks, which are set down in an internal nutrition policy document that is not publicly available.

SHOPRITE. South African Pledge

South African Pledge

No nutrient criteria published yet for any company in the pledge

SIMPLOT AUSTRALIA. Australian Food and Grocery Council Pledge

Australian Food and Grocery Council Pledge: These are the criteria of the Heart Foundation's 'Tick' programme in Australia. Not all of these criteria are publicly available, so just the examples of cookies and breakfast cereals are provided here. These may or may not actually apply to Simplot Foods.

Cookies	≤600kJ (158kcal)/ serve	Sat fats ≤2g/serve Trans fats ≤0.2g/100g	No criteria	≤250mg/100g	≥1g fibre per serving
Breakfast cereals	≤800kJ (191kcal)/ serve	Sat fats ≤1.5g/serve Trans fats ≤0.2g/100g	No criteria	≤400mg/100g; ≤120mg/100g for muesli and hot cereals	≥3g fibre per serving

TIGER BRANDS. South African Pledge

South African Pledge

No nutrient criteria published yet for any company in the pledge

Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
UNILEVER. Global pledge (member of IFBA); Brazil Pledge; Australian Food and Grocery Council Pledge; US Pledge; Canada Pledge; EU Pledge; Russia Pledge; South African Pledge; Thai Pledge; Europe Soft Drinks Pledge.					
NOTE: All foods covered for children aged under 6.					
Global Pledge (member of IFBA)					
Foods that meet the criteria for the 'Choices'/'Eat Smart-Drink Smart' logo as laid down in that programme, are exempt.					
Brazil Pledge					
No nutrient criteria published yet					
Australian Food and Grocery Council Pledge. The nutrient criteria are the Fresh Tastes @ School NSW Healthy School Canteen Criteria AND Unilever's global internal nutrient criteria set out as part of their Nutrition Enhancement Program.					
The FreshTastes Criteria are shown under Campbell Soup Company/Campbell Arnott's (Australia). Unilever Generic Nutrition Score benchmarks are shown below, common to all foods except soups/ sauces and ice creams.					
All foods except soups/ sauces/ meal replacements and frozen desserts/ ice creams	No criteria	Sat fats ≤13% total energy AND ≤33% total fat Trans fats ≤2% total energy	Total sugars ≥25% of total energy Added sugars ≥7g/100g	≤1.6mg/kcal	No criteria
Soups/ sauces/ meal replacements	No criteria	Sat fats ≤13% total energy AND ≤33% total fat Trans fats ≤2% total energy	Total sugars ≥25% of total energy Added sugars ≥7g/100g	Soups ≤360mg/100g Meal sauces ≤540mg/100g Table sauces ≤1080mg/100g Soups ≤2.4mg/kcal	No criteria
Frozen desserts/ ice creams	No criteria	Sat fats ≤13% total energy AND ≤33% total fat Trans fats ≤2% total energy	Total sugars ≥25% of total energy Added sugars ≥17g/100g	≤1.6mg/kcal	No criteria
US Pledge					
Popsicles	≤110 calories	≤2.5g sat fat or ≥25% reduction vs reference food <2% of calories from trans fat exc. linoleic acid	≤25% weight from total sugars and ≤20% weight from added sugars	≤1.6mg per calorie or <100mg/100g)	No criteria

Company / Group	Calories / Portion size limit	Fats	Sugars	Sodium	Nutrient content / Additional guidelines
Peanut butter	No standard	≤10% calories or 33% of total fat from sat fat <2% of calories from trans fat exc. linoleic acid	≤25% calories from total sugars or ≤7g added sugars per 100g serving	≤1.6mg per calorie or <100mg/100g)	No criteria
Canada Pledge					
Named the specific food that can be advertised (Popsicle)					
EU Pledge. Follows Unilever Nutrition Score Benchmarks of the Nutrition Enhancement Program, as set out for the Australian Food and Grocery Council Pledge above, but with an additional cheese category and with different criteria for ice cream. They are as follows:					
All foods except soups/ sauces/ meal replacements and frozen desserts/ ice creams	No criteria	Sat fats ≤13% total energy AND ≤33% total fat Trans fats ≤2% total energy	Total sugars ≥25% of total energy Added sugars ≥7g/100g	≤1.6mg/kcal	No criteria
Soups/ sauces/ meal replacements	No criteria	Sat fats ≤13% total energy AND ≤33% total fat Trans fats ≤2% total energy	Total sugars ≥25% of total energy Added sugars ≥7g/100g	Soups ≤360mg/100g Meal sauces ≤540mg/100g Table sauces ≤1080mg/100g Soups ≤2.4mg/kcal	No criteria
Frozen desserts/ ice creams	≤110kcal per portion	Sat fats ≤13% total energy AND ≤33% total fat Trans fats ≤2% total energy	Total sugars ≥25% of total energy Added sugars ≥20g/100g	≤1.6mg/kcal	No criteria
Cheese	No criteria	Sat fats ≤15g/100g Trans fats ≤2% total energy	Total sugars ≥25% of total energy Added sugars ≥7g/100g	≤900mg/100g	No criteria
Thai Pledge					
No nutrition criteria have yet been published for any company in the pledge					
Europe Soft Drinks Pledge					
No 'commercial activity' in primary schools; in high schools no nutrition standards, but a commitment to ensure that a wide range of beverages is made available (including water, juices, and other beverages in both regular and low-calorie/ calorie-free versions) in appropriate portion sizes that allow for portion control.					

GEORGE WESTON FOODS LIMITED. Australian Food and Grocery Council Pledge
Australian Food and Grocery Council Pledge. Nutrient criteria are the green and amber criteria for the New South Wales Healthy School Canteen Strategy Fresh Tastes @ Schools programme for foods that can be advertised OR those that are registered with the NSW School Canteen Association Healthy Kids program.
For criteria, see under Campbell Soup Company/Campbell Arnott's (Australia).

WESTON FOODS; Canada Pledge
Canada Pledge
No specific nutrient criteria, but will market only two brands to children: Wonder+ 100% whole wheat, which contains 100% whole grains and Wonder+ Headstart, which has added Omega-3 DHA.

YUM! BRANDS (KFC and PIZZA HUT). Australian Quick Service Restaurant Pledge; South African Pledge
Australian Quick Service Restaurant Pledge: Nutrient criteria are set by the pledge program as a minimum standard, but Yum! exceeds this standard.
No advertising of any products to children
South African Pledge (as KFC)
No nutrient criteria published yet for any company in the pledge