

Grid 4j: Summary of the type of definition of foods covered in marketing pledges, by company, as of December 2009

Company	Number of pledges of which the company is a member (Number of published specific commitments)	Number of specific pledges which define foods covered		
		Pledges which cover all foods ⁱ	Pledges which define nutrient criteria	Other
AmBev	1 (0)	0	0	0
Batavo	1 (1)	0	1 (1) ⁱⁱ	0
Bob's	1 (0)	0	0	0
Burger King	5 (4)	0	4 (3) ⁱⁱⁱ	0
C&C Group	1 (0) Follows core pledge for all drinks.	0	0	0
Cadbury Adams/ Cadbury	5 (3)	2	0	1 States that foods permitted follow Australian dietary guidelines, but no nutrient criteria provided.
Campbell Soup Company/ Campbell Arnotts	3 (3)	0 ^{iv}	3 (3)	0
Coca-Cola Company	11 (5)	5	0	Note that the ICBA pledge specifies some drinks that are not covered, but since this is a joint pledge, it is possible that Coca-Cola's global pledge overrides this.
Con-Agra Foods	1 (1)	0	1 (1)	0
Danone	4 (3)	0	3 (2)	0
Elegè	1 (1)	0	1 (1) ⁱⁱ	0
Entyce/Snackworks (AVI)	1 (0)	0	0	0
Epic	1 (0)	0	0	0
Famous Brands	1 (0)	0	0	0
Ferrero	5 (3)	3 ^v	0	0
Fonterra Brands Australia	1 (1)	0	1 (1)	0
Foodcorp	1 (0)	0	0	0
Garoto	1 (0)	0	0	0
General Mills/Cereal Partners Worldwide	7 (5)	0 ^{iv}	5 (3)	0

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Gerber Foods Holdings Ltd	1 (0) Follows core pledge for all drinks.	0	0	0
GlaxoSmithKline	1 (0) Follows core pledge for all drinks.	0	0	0
Grupo Bimbo	2 (0)	0	0	0
Grupo Schincariol	1 (0)	0	0	0
Hershey Company	2 (2)	2	0	0
Janes Family Foods	1 (1)	1	0	0
Kellogg's	9 (5)	0 ^{iv}	5 (1)	0
Kraft	8 (6)	0 ^{iv}	6 (1)	0
Mars	9 (5)	5	0	0
McCain	1 (1)	1	0	0
McDonald's	5 (4)	0	4 (3) ⁱⁱⁱ	0
Nando's	1 (0)	0	0	0
Nestlé	9 (5)	0 ^{iv}	5 (3)	0
Oceana Brands	1 (0)	0	0	0
Orangina	1 (0) Follows core pledge that all foods covered.	0	0	0
Parmalat	3 (1)	0	0	1 Specifically names five varieties of a cheese brand.
Patties Foods	1 (1)	1	0	0
PepsiCo ^{vi}	11 (6)	0	6 (1) ^{vi}	0 But is a member of the ICBA Pledge which names drinks to be covered.
Perdigão	1 (1)	0	1 (1)	0
Pioneer Foods	1 (0)	0	0	0
Post Foods	2 (2)	0 ^{iv}	1 (1)	1 States that it will follow healthy food guide and criteria for nutrient content claims.
Quick Service Restaurant Holdings	1 (1)	0	1 (1) ⁱⁱⁱ	0
Rainbow Chicken	1 (0)	0	0	0

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Sadia	1 (1)	0	0 ^{vii}	1 ^{vii}
Sanitarium Health Food Company	1 (1)	0	0 ^{viii}	1 ^{viii}
Shoprite	1 (0)	0	0	0
Simplot Australia	1 (1)	0	1 (1)	0
Tiger Brands	1 (0)	0	0	0
Unilever	9 (5)	0 ^{iv}	4 (4)	1 Specifically names the food.
George Weston Foods	1 (1)	0	1 (1)	0
Weston Bakeries Ltd	1 (1)	0	0	1 Specifically names food brands that are covered.
Yum! Brands	2 (1)	1	0	0
Total	(82)	21	54 (29) ^{ix}	7

Notes

- i For the school restriction, all foods are covered in all pledges.
- ii The standards for these three companies (Batavo, Elegê and Perdigão) are set by the Perdigão/Brasil Foods commitment, so are counted only once.
- iii One of these sets of criteria is for the Australian Quick Service Restaurant pledge, which is the same between Burger King (as franchise Hungry Jack's), McDonald's, and Quick Service Restaurant Holdings. These are thus only counted once (Yum! is also a member but extends beyond them by covering all foods.)
- iv But does cover all foods for children aged under 6.
- v Provisionally covers all foods until nutrient criteria are published.
- vi Universally applicable nutrient criteria were released in March 2010. Before then, seven of the PepsiCo pledges made a statement on the foods covered. Two actually defined the nutrient criteria (which were different), and three stated that nutrient criteria would be set in the future (thus making a total of five).
- vii The company states that it bases the food advertised or not on company-specific nutrient benchmarks, but they are defined in an internal document so the information is not publicly available.
- viii That is, published either in a specific company commitment, or centrally by the core pledge.
- ix 29 is not the total sum of all the numbers in brackets, because the nutrient standards are the same for three of the members of the Australian Quick Service Restaurant Pledge, and the same for three of the members of the Brazil Pledge.