



Current Industry Efforts to Market Foods to Help Improve Children's Health, Including Changes in Advertising and Marketing



**Linda Brugler, MBA, RD
Nutrition Marketing Manager**

Produce for Better Health Foundation



Non-profit, Consumer Education Foundation



GOAL:

**Increase Fruit
and Vegetable
Consumption
for Improved
Public Health**

National 5 A Day Partnership



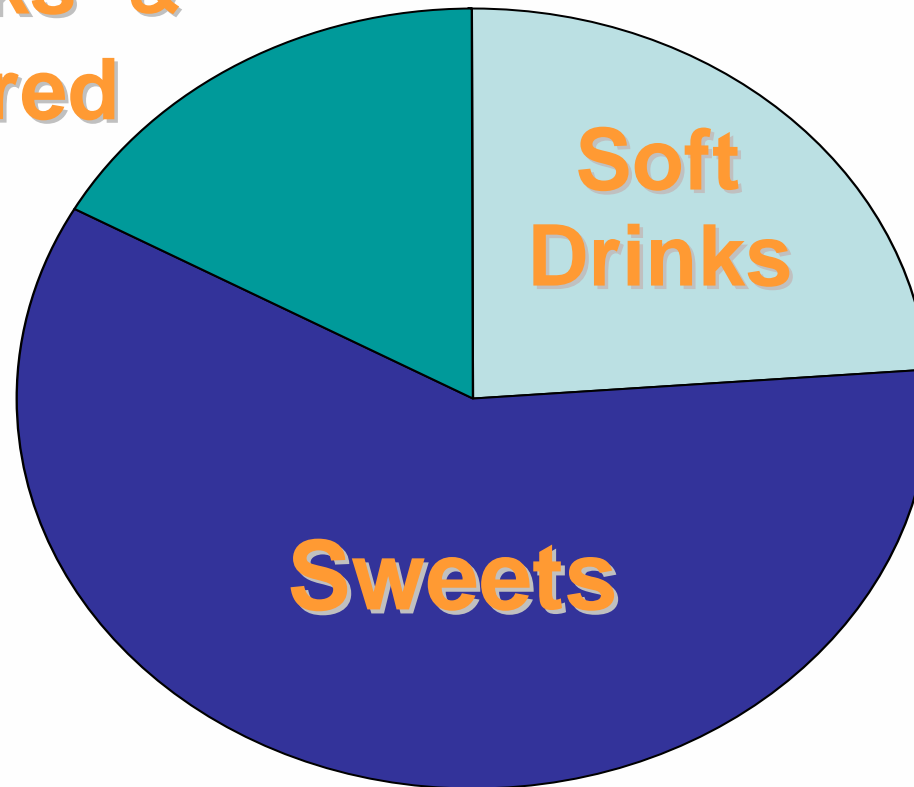
NANA





30% of Daily Diet Empty Calories

**Salty Snacks &
Fruit Flavored
Drinks**



Journal of Food Chemistry and Analysis: June 2004



Partnerships

Vendors, Suppliers, Retailers



Retailtainment



Partnerships

Vendor, Supplier, Retailers

There's a
Rainbow
on My
Plate

A colorful promotional graphic with a rainbow background. At the top, the logos for Dole, 5 A Day (The Color Way), and Crayola are displayed. The central text reads 'Put a Rainbow In Your Cart!' in a large, playful font. Below this, a yellow banner says 'Free Activity Book with purchase of Crayola Erasable Twistables and any DOLE product'. To the left, a blue shopping cart icon contains the text 'National Coloring Sweepstakes Win a year supply of fruit and vegetables! See activity book for details'. To the right, a cartoon banana character with a Dole logo on its body stands next to a pack of Crayola Erasable Twistables and an activity book titled 'There's a Rainbow on My Plate!'. The activity book cover shows a bowl of fruit. At the bottom, small text provides copyright information: '©2005 Binney & Smith. Crayola, Twistables and chevron design are registered trademarks of Binney & Smith. The smile design is a trademark of Binney & Smith. DOLE® is a registered trademark of Dole Food Company, Inc.' and the phone number '09-1991-0-832'.

Partnerships



Non-Produce

123

SESAME STREET

healthy habits for life
a great start to a lifetime of good health



happy healthy monsters™


Tips on raising a Happy Healthy Monster!

Based on Sesame Workshop's HEALTHY HABITS FOR LIFE campaign, HAPPY HEALTHY MONSTERS is a book series that address topics such as keeping fit, eating right, and getting enough rest. Every book includes easy-to-adopt suggestions that will help families build healthy habits for life!

Here are a few:

- The next time you're making dinner, turn on the radio. Dance around and encourage your child to do so, too. Don't worry about steps or about looking silly: It's all about movement and fun!
- Run a line of masking tape down a hallway or right on the carpet. Have your child walk slowly from one end to the other. See how fast or how far she can go or have a family contest.
- Learning to catch a ball can be difficult for preschoolers. Here's a fun way to practice: Blow up balloons or take some scarves, and gently toss them into the air. These things descend slowly, so your child will have a chance to position himself under them before they float down. Count how many times in a row your child can catch the balloon.

For more healthy habits, look for *Get Moving with Grover and Elmo's Breakfast Bingo* wherever books are sold, or visit www.sesamestreetbooks.com.



healthy habits for life
a great start to a lifetime of good health

© 2005 Random House, Inc.
© 2005 Sesame Workshop. "Sesame Street" and its logo are trademarks of Sesame Workshop. All rights reserved.
www.sesameworkshop.com

5 A Day: The Color Way

Eat a variety of fruits and vegetables from the five color groups every day.

BLUE/PURPLE fruits and vegetables such as:

- Blueberries
- Plums
- Eggplant

help kids learn.



WHITE fruits and vegetables such as:

- White pears
- Onions
- Cauliflower


help kids be active and fit.



GREEN fruits and vegetables such as:

- Honeydew melon
- Spinach
- Peas

help kids build strong bones and teeth.



YELLOW/ORANGE fruits and vegetables such as:

- Peaches
- Sweet Potatoes
- Oranges

help kids see well.




RED fruits and vegetables such as:

- Cherries
- Watermelon
- Tomatoes

help kids' hearts stay healthy.



Fruits and vegetables are building blocks for a colorful future.
Brought to you by the letters
"F" for fruits and "V" for veggies.
www.5aday.org

© 2005 Sesame Workshop

Partnerships

Foodservice



Enter today!
The Shoney Bear®
5 A Day The Color Way™
Recipe Contest.

ASK FOR DETAILS

Hey, Kids! Cook up a trip to Florida.

FLA USA, Trade Winds, SHONEY'S BEAR RECIPES OF HEARTY TREATS, and THE FLORIDA AQUARIUM logos.

Winners by Air/Sea Airways, stop at the TradeWinds Island Resorts on St. Pete Beach and visit The Florida Aquarium.

COOL FUEL Cookbook

Get the Power with Colorful Fruits and Veggies

Fun recipes for kids ages 7-11

Partnerships



Foodservice

apples & walnuts & grapes, oh my!

Imagine my surprise when I heard what the excitement is all about: the new Fruit & Walnut Salad at McDonald's! It has more than half the daily fruit requirement for most adults, perfect for breakfast, lunch, or just a snack. Pass me a fork!

manzanas, nueces azucaradas y uvas ¡uy qué rico!

Qué sorpresa cuando me enteré de lo que todo el mundo está hablando: la nueva ensalada Fruit & Walnut de McDonald's. Tiene más que la mitad de los requerimientos diarios de fruta para la mayoría de los adultos, perfecta para desayunar, almorzar o sólo como snack. ¡Pásame un tenedor!

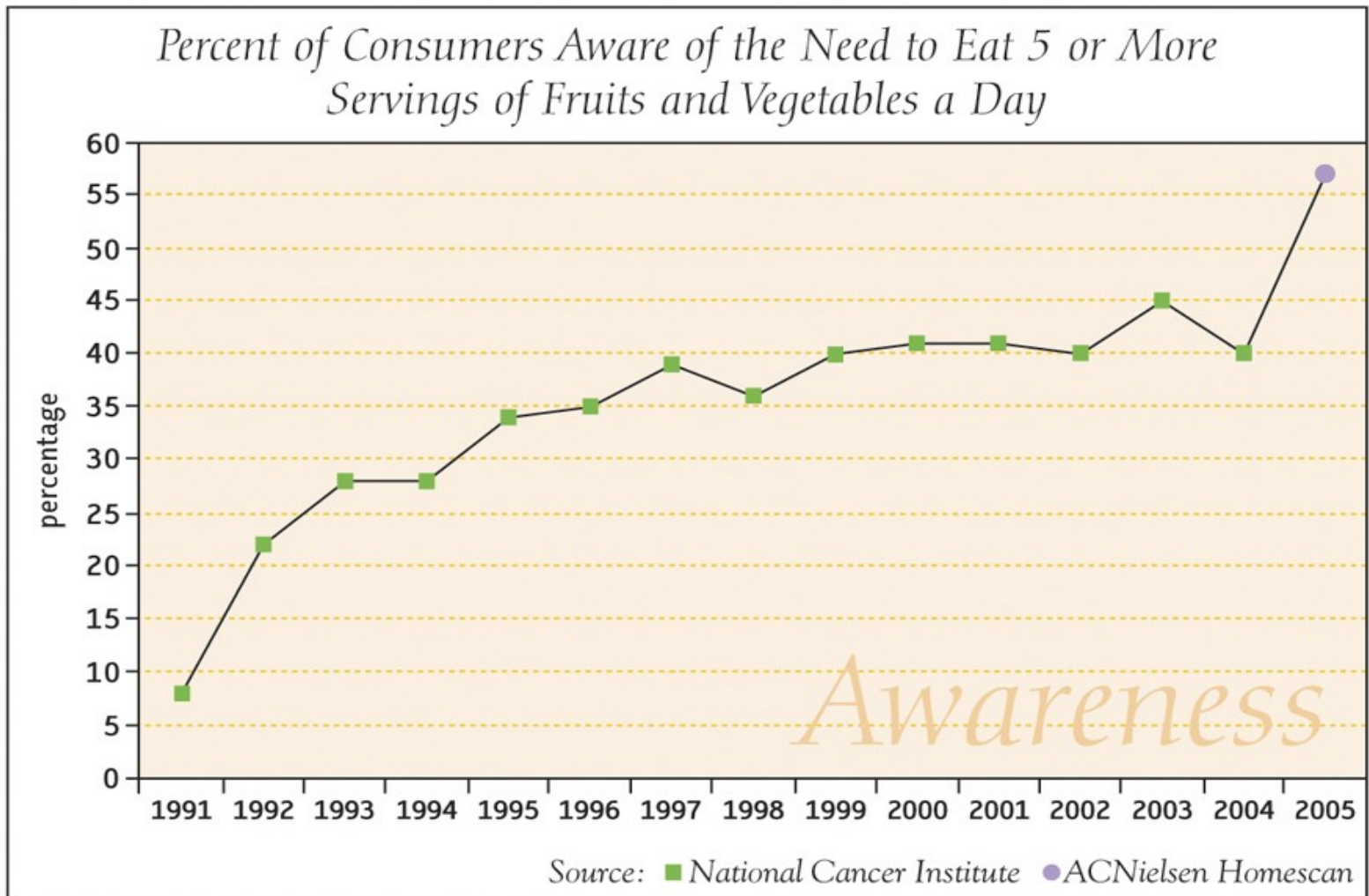
new fruit & walnut salad
nueva ensalada fruit & walnut

The image shows a vibrant green bowl filled with a variety of fresh fruits including red and green apples, grapes, and walnuts. In the background, a blue Dasani water bottle is partially visible, suggesting a healthy meal choice.

The advertisement features a woman with black hair, wearing a brown turtleneck, a patterned long-sleeved top, and blue jeans with white boots. She is standing against a green background with a large white question mark. The text reads: "you know that 'i can wear my skinny jeans' feeling? it's kinda like that." In the top right corner is the McDonald's logo with the slogan "I'm lovin' it...". At the bottom, the text says "WHAT'S A FRUIT BUZZ™".

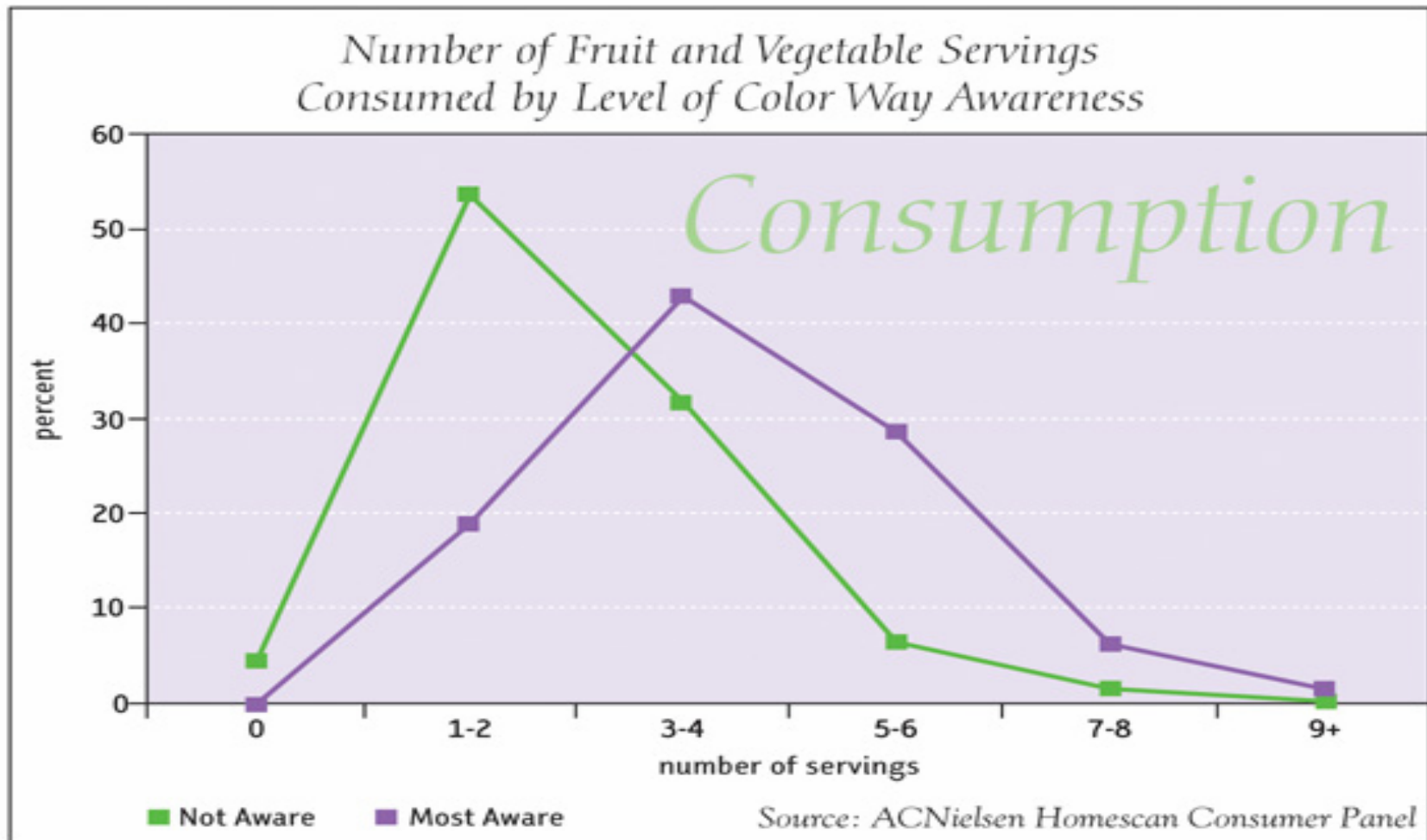


5 A Day Aware





5 A Day Awareness Lifts Consumption



Societal Norms Do Change





National Action Plan

TO PROMOTE HEALTH THROUGH INCREASED
FRUIT AND VEGETABLE CONSUMPTION