

Strategic
Alliance
Promoting healthy food & activity environments



**WHEN WILL THERE
BE FRUIT??**

PRESS KIT

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FACT SHEET

WHAT: In January 2007, the Strategic Alliance for Healthy Food and Activity Environments drew attention to the food and beverage industry's misleading advertising techniques targeting children by releasing *Where's the Fruit?*. For the one year anniversary of this study, Prevention Institute re-examined the original food products to determine if any significant changes had been made either to the packaging or ingredients.

When Will There be Fruit? reveals that almost half (49 percent) of these foods contain no fruit at all. This remained unchanged from last year.

WHY: In the face of a growing chronic disease epidemic, parents struggling to make healthier purchasing decisions face a plethora of misleading advertising and packaging claims. Strategic Alliance called on the food and beverage industry to make meaningful changes to support healthy eating choices, detailed in a separate report, *Setting the Bar: Actions to Improve Food and Beverage Offerings*

WHEN: *When Will There be Fruit?* was conducted in the Winter of 2007 and released on January 30, 2008.

HOW: The same 37 products used in the original study, *Where's the Fruit?* were purchased for *When Will There be Fruit?* and reassessed for changes in the marketing or fruit content.

WHO: The Strategic Alliance for Healthy Food and Activity Environments is a statewide coalition of California's leading public health and health care, parks & recreation, transportation, and nutrition organizations committed to promoting environmental and policy changes to support healthy eating and regular physical activity. The Strategic Alliance has also prepared "Setting the Bar: Actions to Improve Food and Beverage Offerings" to guide food companies in their marketing ethics.

WHERE: A full copy of the report, *When Will There be Fruit?*, including supporting data is available on line at <http://www.preventioninstitute.org>.

KEY FINDINGS

OVERVIEW

Almost half (49 percent) of the 37 children's food products re-examined contained no fruit despite having indications of fruit on the packaging. This remains unchanged from last year. Following are specific findings from *When Will There be Fruit?*

- **49 percent** of the products contained no fruit, which remained the same as last year
- **19 percent** of the products contained minimal amounts of fruit in the form of 2-10 percent fruit juice, slightly higher than last year's 18 percent
- **5 percent** of the products contained 100 percent fruit juice (fruit juice does not contain the equivalent fiber, vitamins, and minerals of whole fruit), slightly less than last year's 6 percent
- **27 percent** of the products contained fruit or fruit from concentrate, which remained the same as last year

THE PACKAGING

Many of the foods in the study had brightly colored packages containing images of fruits and/or words related to fruits regardless of the actual content of fruit ingredients.

Only two products have removed fruit references from their packaging since last year. *Froot Loops* removed the phrase "Natural Fruit Flavors". While *Trix Cereal* no longer features fruit shaped cereal pieces, the 2008 package still says "Fruity Sweetened Corn Puffs."

One brand, *Tang*, has added references to fruit despite the continued absence of fruit.

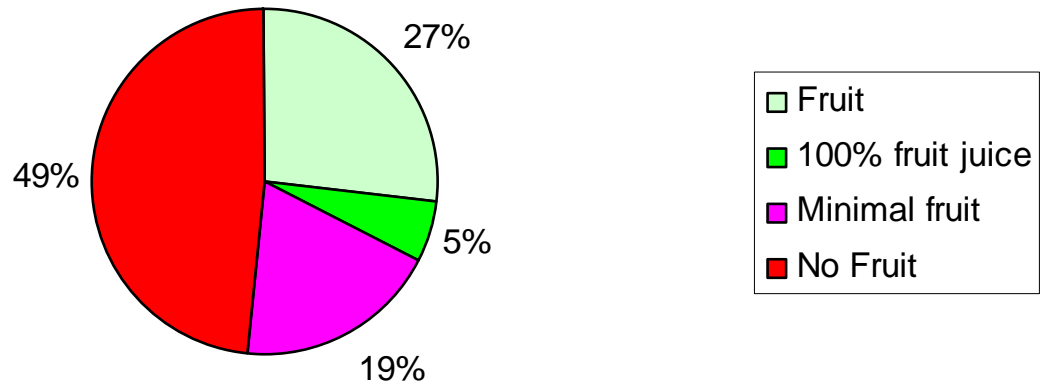
References to fruit included: pictures of fruit, use of the word "fruit" or "fruity" in the product name and/or description, advertising "fruit flavors" on the package, and using the name of a fruit to describe the product's flavor.

DEFINITIONS AND TERMS

Products were sorted into four categories based on the type of fruit ingredient they contained:

- 1) **Fruit**— including fruit and fruit from concentrate
- 2) **100 percent Fruit Juice**—including 100 percent fruit juice from concentrate
- 3) **Minimal Fruit Juice**— drinks containing 2-10% fruit juice, cereals containing fruit juice. Note: None of the products examined contained 11-99% fruit juice.
- 4) **No Fruit**—containing no fruit products at all. This category includes products with "natural fruit flavors" which have no nutritional value, and/or fruit juice concentrate which according to the 2005 Dietary Guidelines for Americans is a form of added sweetener

Products by Fruit Category



SETTING THE BAR: ACTIONS TO IMPROVE FOOD AND BEVERAGE OFFERINGS

OVERVIEW

The Strategic Alliance for Healthy Food and Activity Environments is calling on the food, beverage and restaurant industries to make **meaningful changes to support people in making nutritious food choices**. Highlighted below are concrete actions the food and beverage industries should take to ensure a healthier future for our neighbors and children.

IMPORTANT FIRST STEPS FOR THE FOOD AND BEVERAGE INDUSTRY

- Provide healthy food and drinks as the standard in all children's meals and on children's menus.
- Competitively price healthy foods so they are as affordable, if not more affordable, than less healthful options.
- Make healthy foods widely available in all children's environments (preschool, schools and after school programs), workplaces, and all neighborhoods.
- Eliminate all marketing and advertising of unhealthy food and beverage products to children and youth.
- Support (and do not oppose) policies designed to bring healthier foods and beverages to schools, workplaces, healthcare settings, and neighborhoods.

WHAT IS HEALTHY FOOD?

- Healthy foods contain whole food ingredients that are minimally processed such as fruits, vegetables, whole grains, legumes, nut/seeds, and low-fat dairy products.
- Healthy foods are high in naturally occurring nutrients (vitamins, minerals and phytonutrients) and fiber.
- Healthy foods are moderate in calories and low in saturated fat, added sugars and sodium.
- Healthy foods contain no trans fat.
- Healthy foods emphasize regionally and locally grown ingredients.
- Healthy foods do not contain artificial colors and flavors.
- Healthy foods are grown and produced using sustainable methods that are protective of the environment and human health.

A full copy of [Setting the Bar](http://www.preventioninstitute.org/sa/fruit/fruit.html) report is available on line at <http://www.preventioninstitute.org/sa/fruit/fruit.html>

FACTS AND FIGURES

CHRONIC DISEASE AND OBESITY

- 33 percent of boys and 39 percent of girls born in 2000 will develop diabetes if current trends continue.¹
- In the past decade, the prevalence of Type II diabetes, previously known as adult-onset diabetes, has more than doubled among children and youth.²
- Among overweight children between 5 and 10 years of age, 60 percent have already have at least one cardiovascular disease risk factor that can lead to atherosclerosis, hypertension, and diabetes in adulthood.³
- Diabetes contributed to an estimated \$132 billion in direct medical costs and indirect expenditures in the US in 2002.⁴
- Since 1980, overweight rates in the United States have doubled among children and tripled among adolescents.⁵

CHILDREN'S MARKETING

- More than \$10 billion per year is spent for all types of food and beverage marketing to children and youth in America.²
- 83 percent of foods advertised during children's television programming featured packaged snack foods, fast foods, and sweets.⁶
- \$3 billion is spent per year on food product packaging designed for children and youth.⁷
- Food and beverage industry expenditures are more than one thousand times greater than California's "5 a Day" programs (which promote eating five fruits and vegetables a day for better health).⁸
- Children see an average of one food ad for every five minutes of Saturday morning TV they watch.⁹

¹ Narayan, KM, et al., JAMA. 2003; 290(14): 1884-1890

² IOM, Institute of Medicine (2006). Food Marketing to Children and Youth: Threat or Opportunity?. Washington, DC: The National Academy Press.

³ National Center for Chronic Disease Prevention and Health Promotion, Diabetes Public Health Resource, CDC Statements on Diabetes Issues. Accessed January 18, 2007, available at: <http://www.cdc.gov/diabetes/news/docs/lifetime.htm>.

⁴ American Diabetes Association: Economic Costs of Diabetes in the U.S. in 2002. *Diabetes Care* 26:917-932, 2003

⁵ National Center for Health Statistics, Prevalence of Overweight Among Children and Adolescents: United States, 1999-2002. Accessed January 18, 2007, available at <http://www.cdc.gov/nchs/products/pubs/pubd/hestats/overwght99.htm>.

⁶ Harrison K., Marske A., (2005) Nutritional content of foods advertised during the television programs children watch most, *American Journal of Public Health*; 95:1568-1574.

⁷ McNeal J.U., (1999). The Kids Market: Myth and Realities. Ithaca, NY: Strategist

⁸ BMSG, Berkeley Media Studies Group, (2006). "Fighting Junk Food Marketing to Kids: a toolkit for advocates". Available on www.bmsg.org

⁹ Horgan KB et al. (2001) "Television Food Advertising: Targeting children in a toxic environment," in Singer and Singer, *Handbook of Children and the Media*, Sage Publications.

ORGANIZATIONAL BACKGROUNDER



The Strategic Alliance for Healthy Food and Activity Environments is a California coalition of organizations and individuals committed to promoting environmental and policy changes to support healthy eating and regular physical activity for all California residents. Strategic Alliance reframes the debate on nutrition and physical activity away from a sole focus on individual responsibility to one that examines the role of key institutions, including government and healthcare, as well as the food and beverage industry in shaping the nutrition and physical activity environment.

Strategic Alliance was formed in 2001 and its members include California's leading public health and health care, parks & recreation, transportation, and nutrition organizations.

The Strategic Alliance Steering Committee currently includes: California Adolescent Nutrition and Fitness Program (CANFit), California Center for Public Health Advocacy, California Food Policy Advocates, California Pan-Ethnic Health Network, California Park & Recreation Society, California Project LEAN, California WIC Association, Child Care Food Program Roundtable, Latino Health Access, Partnership for the Public's Health, Prevention Institute, Samuels & Associates, and YMCA of the East Bay.



Where's the Fruit? was conducted by Prevention Institute which staffs and coordinates the Strategic Alliance. Founded in 1997, Prevention Institute is a nonprofit, national center dedicated to improving community health and well-being by building momentum for effective primary prevention. Primary prevention means taking action to prevent problems before they occur. The Institute's work is characterized by a strong commitment to community participation and promotion of equitable health outcomes among all social and economic groups.

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STUDY SPOKESPERSONS

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