

# COPY POINTS

The Strategic Alliance for Healthy Food and Activity Environments  
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## ***WHERE'S THE FRUIT?*** **A STUDY OF CHILDREN'S FOOD PRODUCTS**

**WHAT:** More than half of the most aggressively advertised children's foods that prominently feature fruit on their packaging, contain no fruit at all, according to a study released today by the Strategic Alliance for Healthy Food and Activity Environments. The study, *Where's the Fruit*, reveals that 51 percent of these products contain no fruit at all despite indications of fruit on the packaging.

**WHY:** Parents drawn to products that seem healthier for their children based on references to fruit on the packaging are being deceived. 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.

**ACTION:** To support healthy eating habits, food manufacturers need to stop marketing children's food products as something that they are not and begin providing more nutritious food options. At a minimum, if companies put fruit on the label, there should be fruit in the product. "Setting the Bar: Actions to Improve Food and Beverage Offerings," prepared by the Strategic Alliance, should guide food companies in their marketing ethics.