

Candy Commercial Commitments

Article By:

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Children's Confection Advertising Initiative launched.

- In the mid-2000s, concerns were raised about the extent to which children's food marketing focused on products high in salt, sugar, and fat. In 2006, the food industry formed a voluntary self-regulatory program called the Children's *Food and Beverage Advertising Initiative* (CFBAI) with the goal of promoting healthier dietary choices and healthy lifestyles in advertisements to children under 12.
- Just last week, the **Council of Better Business Bureaus (CBBB)** and the National Confectioners Association (NCA) announced the launch of a new self-regulatory initiative intended to limit the advertising of confectionery products to children under 12. The newly-launched Children's Confection Advertising Initiative (CCAI) is modeled on the CFBAI and its [Core Principles](#). The CCAI is aimed at small- and mid-sized companies and has fewer administrative requirements than the CFBAI. "Charter participants" in the CCAI are Ferrara Candy Company; Ghirardelli Chocolate Company; Jelly Belly Candy Company; Just Born Quality Confections; The Promotion in Motion Companies, Inc.; and R.M. Palmer Company. They join six CFBAI participants (American Licorice Company; Ferrero USA; The Hershey Company; Mars, Incorporated; Mondelez International; and Nestlé) in the pledge to restrict advertising to kids under 12.
- The [Chairwoman of the Federal Trade Commission \(FTC\)](#) and consumer protection advocates such as the [Center for Science in the Public Interest \(CSPI\)](#) have lauded the formation of the CCAI and express the hope that other candy companies will join in the initiative.

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