

# TENTATIVE PROPOSED STANDARDS FOR MARKETING FOODS TO CHILDREN 2-17

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| <b>Standard I:<br/>Foods Exempt from<br/>Standards II and III</b>           | <p><b>The following foods are part of a healthful diet and may be marketed to children without meeting Standards II and III.</b></p> <ul style="list-style-type: none"> <li>✓ 100% fruit and fruit juices in all forms</li> <li>✓ 100% vegetables and vegetable juices in all forms; must not exceed 140 mg of sodium per RACC*</li> <li>✓ 100% non-fat and low-fat milk and yogurt</li> <li>✓ 100% whole grains</li> <li>✓ 100% water</li> </ul> <p><b>Note:</b> 100% is defined as no added nutritive or non-nutritive sweeteners and no other functional ingredients added to the product, except flavoring for water, milk, and yogurt</p>                                                                                                                                                                                                                                                                                                           |
| <b>Standard II:<br/>Meaningful<br/>Contribution to a<br/>Healthful Diet</b> | <p><b>Foods marketed to children must provide a meaningful contribution to a healthful diet.</b></p> <p><b>Option A:</b></p> <ul style="list-style-type: none"> <li>✓ Food must contain at least 50% by weight of one or more of the following: fruit; vegetable; whole grain; fat-free or low-fat milk or yogurt; fish; extra lean meat or poultry; eggs; nuts and seeds; or beans</li> </ul> <p><b>Option B:</b></p> <ul style="list-style-type: none"> <li>✓ Food must contain one or more of the following per RACC:*</li> <li>• 0.5 cups fruit or fruit juice</li> <li>• 0.6 cups vegetables or vegetable juice</li> <li>• 0.75 oz. equivalent of 100% whole grain</li> <li>• 0.75 cups milk or yogurt; 1 oz. natural cheese; 1.5 oz. processed cheese</li> <li>• 1.4 oz. meat equivalent of fish or extra lean meat or poultry</li> <li>• 0.3 cups cooked dry beans</li> <li>• 0.7 oz. nuts or seeds</li> <li>• 1 egg or egg equivalent</li> </ul> |
| <b>Standard III:<br/>Nutrients to Limit</b>                                 | <p><b>Foods marketed to children must not contain more than the following amounts of saturated fat, trans fat, sugar, and sodium.</b></p> <p><b>Saturated Fat:</b></p> <ul style="list-style-type: none"> <li>✓ 1 g or less per RACC* and not more than 15% of calories</li> </ul> <p><b>Trans Fat:</b></p> <ul style="list-style-type: none"> <li>✓ 0 g per RACC* (&lt;0.5 g)</li> </ul> <p><b>Sugar:</b></p> <ul style="list-style-type: none"> <li>✓ No more than 13 g of added sugars per RACC*</li> </ul> <p><b>Sodium:</b></p> <ul style="list-style-type: none"> <li>✓ No more than 200 mg per portion<sup>§</sup></li> </ul>                                                                                                                                                                                                                                                                                                                     |

\* For foods with a small RACC (30 g or less or 2 tablespoons or less), the criteria refer to the amount per 50 g of food.

§ This level is interim and over time should be reduced to 140 mg per RACC.\*

**[December 15, 2009]**