



The Canadian Beverage Association has issued these Guidelines on Marketing to Children (the “Guidelines”) for use by its members on a voluntary basis, as part of its overall commitment to providing leadership concerning health and wellness.

Context

The Canadian Beverage Association (CBA) represents Canadian non-alcoholic beverage companies. Its membership is comprised of manufacturers and distributors of beverages in virtually every beverage category.

As producers of a wide variety of beverages, CBA and its members fundamentally believe that all of our products can be part of a healthy lifestyle. Positive marketing messages which emphasize good nutrition and the importance of physical activity can also provide a solid foundation for achieving a healthy lifestyle.

Through various industry and company-specific initiatives, the Canadian non-alcoholic beverage industry takes a leadership role in matters concerning the health and well-being of Canadians.

The Canadian Beverage Association and its members fully support self-regulation. CBA members will continue to adhere to all applicable laws and be guided by federal, provincial and local governments. CBA members will also continue to abide by self-regulated industry standards, such as Advertising Standards Canada’s *Canadian Code of Advertising Standards* and the Canadian Association of Broadcasters’ *Broadcast Code for Advertising to Children*.

All print and broadcast (radio and television) advertising by CBA members is already subject to strict oversight by Advertising Standards Canada.

Many CBA members already adhere to the Canadian *Children’s Food and Beverage Advertising Initiative* (CCFBAI) first adopted in 2007 and administered by Advertising Standards Canada.

Many multi-national non-alcoholic beverage companies also already adhere to the International Council of Beverages Associations (ICBA) guidelines on marketing to children that were adopted by ICBA in 2008.

Scope

These Guidelines apply to all non-alcoholic beverages, except water (mineral, source and purified), 100% fruit and/or vegetable juices, milk, and any products specifically formulated to address children’s nutritional deficiencies and/or are part of a campaign to improve children’s health; (hereafter referred to as the “covered beverages”)

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Industry Commitments

Canadian Beverage Association members commit to the following to ensure the responsible marketing of the covered beverages:

I. Marketing and Promotional Activities That Meet or Exceed Requirements of the Food and Drugs Act and Regulations

Canadian Beverage Association members' marketing practices and promotional activities for the covered beverages will be consistent with the Food and Drugs Act (the "Act") and the Food and Drug Regulations (the "Regulations").

CBA members also make the following additional voluntary commitments regarding the marketing/promotion of non-alcoholic beverages (as covered by the scope of these Guidelines) in Canada.

TV

CBA members voluntarily commit to not advertise the covered beverages on TV programs with a target audience demographic under 12 years of age. All pre-buy programming purchases will have less than 35% audience viewership under 12.

Radio

CBA members voluntarily commit to not advertise the covered beverages on radio with a target audience demographic under 12 years of age.

Print Advertising

CBA members voluntarily commit to not advertise the covered beverages in any print with a target audience demographic under 12 years of age.

Internet Advertising on Non-Member-Owned Websites

CBA members voluntarily commit to not advertise the covered beverages on websites with a target audience demographic under 12 years of age.

Advertising on Member-Owned Website

CBA members voluntarily commit to not having any company owned websites tied to the covered beverages where the website content is targeted to children under 12 years of age.

Third-Party Licensed Characters

CBA members voluntarily commit to not utilizing any third-party characters that may be associated with commercialized television programs and movies with a rating of "G" (or any like rating intended for children under 12 years of age) in connection with the covered beverages.



Product Placement

CBA members voluntarily commit to not pay for or actively seek placement of the covered beverages in the program/editorial content of any medium directed primarily to children under 12 years of age.*

Use of Products in Interactive Games

CBA members voluntarily commit to not allowing the covered beverages to be incorporated into interactive games designed primarily for children under 12 years of age.*

Cellphones and PDA's

CBA members voluntarily commit to not advertise the covered beverages in these media to a target audience demographic under 12 years of age.*

DVD Advertising and Sponsorship

CBA members voluntarily commit to not advertise the covered beverages in, or in connection with the sponsorship of, DVD's of "G" rated movies.

Advertising in Schools

CBA members voluntarily commit to not advertising the covered beverages (e.g. on book covers, book packs, pencils, posters, etc) to children in elementary and middle schools, as these are the schools that children under 12 years of age attend.

Additional Information:

Canadian Beverage Association

The Canadian Beverage Association (CBA) is the national trade association representing the broad spectrum of brands and companies that manufacture and distribute the majority of non-alcoholic liquid refreshment beverages consumed in Canada. CBA represents more than 60 brands of juices, juice drinks, bottled waters, sports drinks, ready-to-serve iced teas and coffees, new-alternative beverages, carbonated soft drinks, energy drinks and other non-alcoholic beverages.

More information is available from www.canadianbeverage.ca

* Based on the publisher's/producer's targeted demographic group for the product/medium