Companies call this healthy for kids?

Take our quiz to see what foods companies consider healthy to market to kids
Question 1

Which of the cereals below do food companies consider too sugary to advertise to kids?

a) Cookie Crisp  
b) Trix  
c) Reese’s Puffs  
d) Apple Jax
If you said Apple Jax, you are correct!

- At 12 grams of sugars per serving, Apple Jax is considered too high in sugars to meet the new industry marketing standards. But, under those standards the 10 grams of sugars per serving in Cookie Crisp, Trix, and Reese’s Puffs is considered healthy.

- Kids between 4 and 8 years old shouldn’t eat more than 15 grams of added sugars in an entire day. One serving of the cereals industry claims are OK to market to kids provides two-thirds of the maximum amount of sugars kids should eat in a whole day.
Question 2

Which products do food companies claim are healthy enough to market to children?

a) Capri Sun Originals juice drink (10% juice)
b) Popsicles
Popsicles are correct!

• According to industry marketing standards, Popsicle Super Twins Orange, Cherry, Grape, or Lime popsicles are healthy enough to market to children. But Capri Sun drinks and Popsicles are essentially the same thing - sugar water. How do they magically transform sugar water into a healthy product simply by freezing it?!
Question 3

Are SpaghettiO’s with Meatballs healthy enough to market to children according to food companies?

a) Yes  

b) No
Yes. This salty white flour pasta qualifies as healthy according to food company marketing standards.
Question 4

Pears from concentrate, corn syrup, and dried corn syrup are the first three ingredients in which of the following products?

a) Gummy Bear candies
b) Fruit Roll-Ups
If you answered Fruit Roll-ups, you are correct!

- But don’t be fooled by the word “fruit” in the title. Just because the company adds some cheap vitamin C, imitation fruit snacks are no healthier than candy.
Question 5

Which of these drinks meets industry standards for marketing to children?

a) Kool-Aid Singles
b) Coca-Cola
c) Neither
Kool-Aid Singles is the correct answer.

- Under industry standards, Kool-Aid singles are considered healthy enough to market to children. But, Kool-Aid Singles provide no positive nutritional value but plenty of artificial sweeteners, flavors, and colors. No wonder Congress asked the Interagency Working Group to develop model guidelines for food marketing to help the industry improve their marketing standards.
Did you find any of these answers surprising? You aren’t alone. That’s why the Center for Science in the Public Interest worked with Senators Harkin and Brownback on a bipartisan bill to give companies much-needed advice on food marketing to kids. But, food and media companies have been trying to kill the voluntary marketing guidelines. **We need your help to ensure that the Administration doesn’t cave to industry pressure.**

If you think companies could use some advice on marketing to children, [click here](#) to send a message to the President and the First Lady (and the federal agencies).

Thank you!